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HOW THE MEDIA TOOK OBAMA
OVER THE FINISH LINE

THE RISE OF THE
'BREAKOUT' BRAND

WHY ALL ENTERTAINMENT PR CAMPAIGNS
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"Fiscal Cliff," now playing at a theater near you

This seems to happen every year. Like the eternally appending storyline of a dumb horror film franchise, the much-anticipated "Fiscal Cliff" hit network headlines with the same freight-train furor as its blockbuster prequel, "Debt Ceiling." Bigger. Badder. This time, it's personal.

This is what we know about the "Fiscal Cliff" storyline thus far. Last year, Congress was ensnared in a months-long deficit standoff where financial crisis became so imminent the nation's credit rating was downgraded. During a weird spat of partisan bickering that resembled more performance art than political maneuvering, Republicans began delivering a clap-trap "no" for every Democrat spending request, until Obama became the one who wanted to cut taxes while House Republicans actually voted down payroll tax cuts for the middle class. Thankfully, tempers cooled long enough for a compromise to be reached, and the U.S. ultimately avoided default when Congress agreed to raise the U.S. debt ceiling and keep the middle class cuts while slashing a severe amount of government spending that will affect more than 1,000 government programs.

Fast forward to 2012. Many of those big spending cuts proposed during "Debt Ceiling" — about \$500 billion worth — are set to begin automatically in January. Concurrently, a number of tax benefits for businesses are set to expire, and the onset of taxes related to the Affordable Care Act are going to kick in later in the year. If an agreement isn't reached, the cocktail of higher taxes and austere cuts could bump unemployment numbers back up, knock our GDP down as much as 4%, and as a result, our economy could steer back into the doldrums of another recession. Are you on the edge of your seat yet?

I forgot to mention another element afoot in all this drama: those Bush-era tax cuts on the wealthy are also set to expire in January, and Democrats want to take the opportunity to raise taxes on that group if they're going to agree to those deep spending cuts. Predictably, Republicans want to slash spending but don't want to raise taxes on the rich. Democrats want to raise taxes on the wealthy but want to curb spending cuts. Currently, Obama's bargaining chips to avoid a fiscal cliff include a plan to close several loopholes, to limit a few deductions, and of course, to return tax rates for wealthy Americans to pre-Bush levels that, along with several other tax measures, he claims would bring \$1.6 trillion in new revenue. He also has some new spending ideas in mind: he wants to extend the middle class payroll tax cuts he began during "Debt Ceiling," he wants to extend unemployment insurance benefits, and he has a new home mortgage refinancing plan to aid our ever-disappointing housing numbers. Oh, and he has plans for another stimulus. Yes, another stimulus.

Not surprisingly, Republicans are saying "no" all over again: "no" to the stimulus, "no" to the unemployment insurance benefits, and of course, a big, resounding "no" to those pesky tax hikes for the wealthy (oops, I mean "job creators"). Last year, many Republicans even signed a "pledge" promising they wouldn't budge from party lines on the tax hike issue, even in the event of economic disaster: a cliff, or any other foreboding figurative precipice otherwise. Now many of these diehards (like Americans for Tax Reform founder Grover Norquist) are making veiled threats to fellow party members should they jump ship on this issue for the sake of reaching a deal. Instead, Republicans want deeper cuts to Medicare and other entitlement programs. They want to close more federal loopholes. And just like last year, they're now holding the middle class tax cuts hostage — which will affect an estimated 98% of Americans and could hit working class pockets by an average of \$2,000 over the course of the year — until Democrats budge on all of the above.

Here's my quick-capsule prediction for how "Fiscal Cliff" will ultimately end (spoiler alert ahead): Just like last year, Congress will make a decision in the eleventh hour. And just like last year, they'll agree to the bulk of those spending cuts, they'll agree to extending the middle class payroll tax cuts, and they'll agree to continuing our tradition of giving tax breaks for the wealthy. In other words, they'll just kick the can further down the road, ignoring our chronic economic behaviors for the sake of averting disaster, more short term solutions for long term problems. Congress would be remiss not to act on this crisis, but they wouldn't be Congress if they did something that actually brought about real change. The good news: next year, when the bump in the carpet catches up with the vacuum, the media can assign another asinine title like "Deficit Storm," "Fiscal Blitzkrieg," or "Economic Holocaust: the Revenge," and our needless fretting about the economy can start all over again.

Ever get the feeling we're seeing the same story play out all over again, like we've paid for the same movie twice? This plot hasn't thickened. It's only spoiled. ●

— Jon Gingerich

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U.S. restaurants fry in Obamacare PR battle

Several eateries found themselves embroiled in the court of public opinion after executives or regional management made statements regarding changes to employee pay or hiring practices they plan to enact to offset costs expected by Obamacare.

By Greg Hazley and Jon Gingerich

Restaurant giant Denny's and its financial PR agency was working to distance the eatery chain from a franchise owner who drew national attention after outlining plans to raise prices to cover what he said will be increased costs from the Affordable Care Act.

Denny's CEO John Miller, in a statement from ICR, said in November that the comments of franchise owner John Metz, who urged customers to reduce their tips to offset the increased cost, do not reflect the company's views.

Earlier in November, Metz told media outlets, including Fox News and the Huffington Post, that he will cut back employee hours and raise prices because of costs of insuring employees under the Affordable Care Act. He said customers will have the choice to reduce the gratuity amount they give their server to cover the increase.

"I am confident his perspective is not shared by the company or hundreds of

franchisees [and] small business owners who make up the majority of the Denny's community," said Miller. "Specifically, his comments suggesting that guests might reduce the customary tip provided to their server as an offset to his proposed surcharge are inconsistent with our values and approach to business throughout our brand."

After outrage and boycott threats over his comments, Metz backed off the remarks somewhat to say his company, West Palm Beach, Florida-based RREMC, which also owns Hurricane Grill and Wings eateries, will explore "viable and effective ways" to offset costs and stressed that his policies are not representative of the Denny's brand.

"We regret that the statements we made may have been interpreted as representative of the Denny's brand or of other franchisees, which they are not," Metz said.

Metz works with Los Angeles-based Konnect PR.

Restaurants react to healthcare bill

Since President Barack Obama's re-election virtually assured survival of the Affordable Care Act, leadership and franchise owners of chain restaurants have griped publicly about costs they believe will follow.

John Schnatter, Founder and CEO of pizza chain Papa John's, sparked controversy in November for remarks he made while speaking to a Florida college business class. When asked how Obamacare would affect the future hiring practices at his franchises, Schnatter posited that many Papa John's operations may reduce employee work hours so they wouldn't be required to provide insurance.

Schnatter later articulated his position in a Huffington Post op-ed, where he said his words were taken out of context, and that he was only discussing actions he predicted some of his company's franchisees would take.

"Many in the media reported that I said Papa John's is going to close stores and cut jobs because of Obamacare," he said. "I never said that. The fact is we are going to open over hundreds of stores this year and next and increase employment by over 5,000 jobs worldwide. And, we have no plans to cut team hours as a result of the Affordable Care Act."

Schnatter in August made similar comments disparaging Obamacare, allegedly during a conference call to shareholders.

Also in November, franchise Apple-Metro, which owns about 40 Applebee's restaurants in the New York City area, made similar comments about the effects Obamacare would have on the company's hiring practices. Appearing on Fox News, Apple-Metro Chairman Zane Tankel said the Affordable Care Act would dissuade the company from hiring more workers.

His claims drew a quick rebuttal from Applebee's President Mike Archer, who released a statement in a company press release that said "because final regulations and guidance are still pending from government agencies regarding the Affordable Care Act, exactly how our franchisees will implement the law when it takes effect in 2014 is still uncertain."

The Supreme Court in June upheld the Affordable Care Act in a 5-4 decision. In November, the Supreme Court ordered a Richmond, Va. federal appeals court to revisit the case by Christian college Liberty University, which stated the law violates the school's religious freedoms. ●

Study: travelers turn to social media, friends

By Greg Hazley

Recommendations from friends and family are a key factor in vacation decisions worldwide as social media has taken a key role in planning, according to a study by Text 100.

In the U.S., 43% say friend recommendations are a main reason for choosing a travel location. Only 35% of Europeans, by contrast, rely on friend recommendations. The main reason for choosing a destination remains value for money. When Americans search online for travel information, price/room rates are the most sought information (58%), followed by surrounding attractions (42%), quality of facilities (37%), cleanliness (36%), and service (30%).

Social media has taken a key role in travel planning, as a whopping 87% of people under age 34 said they use Facebook for travel inspiration, according to the study.

The firm found that 64% overall consider recommendations from family and friends the top factor to spark travel plans, advice commonly sought via social media.

Following friend/family recommendations were Internet searches (55%), individual provider websites (49%), sales/promotions by airlines and hotels (48%), and online travel sites (46%). Only about a third said mileage/loyalty programs influenced their decisions.

The PR firm tapped Redshift Research for the survey, which polled 4,600 consumers in 13 countries.

Text found social media plays the largest role in the first and last phases of travel — inspiration and experience. Eighty-eight percent said they take a mobile device on vacation — 34% of Americans take a laptop — with 52% posting photos or videos during travels. Another 25% said they write reviews while away.

In the U.S., 37% said they consider travel blogger reviews first and 44% overall said they agreed that blogger reviews helped with an initial decision on a destination. U.S. travelers prefer vacations within their country more than the rest of the world at the rate of 88%, compared with 73% in Europe and 74% in the Asia-Pacific realm, Text 100 found. ●

Poll: mainstream media took Obama over finish line

The mainstream media rewarded President Obama their most favorable coverage during the last week of the election, according to a survey released by the Pew Research Center's Project for Excellence in Journalism.

By Kevin McCauley

Thirty-seven percent of the stories were positive, while 16% were unfavorable. The coverage tone focused largely on the President's slim, though consistent, lead over Mitt Romney in the polls.

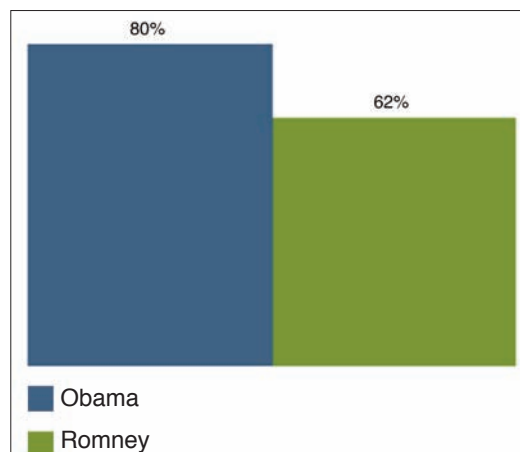
Pew found that the leadership that Obama exhibited in the aftermath of Hurricane Sandy did not carry over much to campaign coverage. Only four percent of election coverage was Sandy-related. The President's treatment was "mostly neutral or mixed," according to Pew. Obama though at least did get a mention. Sandy may have hurt Romney as the former Massachusetts Governor was a bystander in Sandy relief due to his lack of political office. [Romney was ridiculed for turning a fund-raiser into a hurricane-relief event].

The Pew survey found MSNBC became totally unhinged during the

wind-down of the campaign. Gushy coverage of Obama increased from 33% in October to 51% in the last week of the election. Romney bashing rose from 57% to 68% in the final days of the campaign.

The Comcast/General Electric unit even outdid Rupert Murdoch's Fox News in outright partisanship. Fox's attacks on the President rose from 47% to 56%. The Fox gang, however, couldn't whip up much fervor for moderate Romney. His positives rose from 34% to 42% on Fox, which had signed up most of Romney's primary challengers as contributors.

On the social media front, Pew found that Romney had his best run on Twitter during the final week. Obama took the blogosphere, while the number of Facebook conversations about Obama were steady, talk



Obama received more coverage than Romney between October 29 and November 5 — the final week of Presidential campaigning — according to a survey released by the Pew Research Center's Project for Excellence in Journalism.

of Romney declined.

Just like the election, it was a social media nail biter. ●

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How 'socialtainment' advances entertainment PR

Not long ago we watched the Super Bowl or an episode of Seinfeld and looked forward to Monday morning quarterbacking and "water cooler" talk. Now the water cooler has turned digital, and fans are able to express their views in real time, as events unfold.

By Mary Scott

This virtual water cooler has made marketers and communicators view sports and entertainment events like they have new eyes. As the lines between sports and social media blurred more and more this past year, it's time to ask: Are we poised for a new genre in entertainment?

The greatest innovators in sports have, over time, realized a simple truth: it's all about entertainment. More than 40 years ago, NY Jets Quarterback Joe Namath revolutionized the sports landscape by being the first to embrace that truth. "Broadway Joe" always treated football as entertainment as much as sport. His ubiquitous presence in commercials and on late-night talk shows proved to be as important as his on-the-field performance.

Back then, Joe Namath was the exception, but in today's hyper-connected, always-on age, his example would be the rule. The social engagement built around sporting and entertainment events is now as important as the events themselves — let's call it "the show around the show." And with more than 560 million fans who "like" or follow sports teams online — that's nearly 60% of all Facebook and Twitter users — it's clear — social media is the newest (and very valuable) player on the field.

Twitter had a blockbuster year. At the Super Bowl in Indianapolis, Madonna's halftime performance broke the Tweets Per Second (TPS) record at 10,245, which was broken again just 90 minutes later during the game's climactic conclusion with 12,233 TPS. Equally impressive, Twitter also recorded 9.66 million mentions during the Opening Ceremony of the London Olympic Games.

In fact, this year's summer games have been dubbed the "social games" — a nickname it lived up to with 116 million posts and 102 billion shares on Facebook, not to mention the 12.2 million "likes" individual athletes received to their fan pages. And who can forget the 11,000 TPS the Grammys telecast received, including the literal stop in activity while Jennifer Hudson performed a tribute to Whitney Houston, followed by an immediate spike in

tweets to discuss her performance.

Not part of the social dialogue? Then you're missing a big part of the show.

No surprise this trend has spurred on a cottage industry of products, including SportsYapper, an app that lets fans talk as they watch sports. Billed as the 24/7 place for uninterrupted sports talk, it features Facebook and Twitter cross-posting and designated "yapp streams" for every professional sports team as well as NCAA football and basketball teams. In less than four months since it launched, SportsYapper has received 50,000 downloads, with users engaging for more than an hour on average.

The second screen experience is here to stay. According to Nielsen, 86% of tablet users use it as a companion device when watching TV. No longer can you divorce the two. And with the advent of products like the "Watch with eBay" app, whereby consumers can buy in real time the merchandise associated with the program they're watching, we have entered into a new world of mobile commerce — aptly named "couch commerce."

This is changing the way brands, sports and entertainment properties, networks and even athletes and celebrities use social media to engage with key stakeholders. No longer can social media be viewed as an add-on or afterthought; it must be at the heart of the brand's communications and engagement strategy. If done right, it enables a bond to be created with the desired audiences, growing engagement from a one-time conversation to an ongoing dialogue.

Where the gold standard for PR professionals used to be a placement in the likes of *The New York Times*, more and



SportsYapper, an app that allows sports fans to communicate as they watch games, debuted in August. On the right is the "Game On" screen, showing friends who have checked in and are watching the game. On the left is a social stream from a recent Cowboys game.

more a strategic Tweet from a brand spokesperson, or accumulating and connecting with more social followers is the type of engagement that companies crave.

First-time Team USA sponsor Citi put digital at the center of the company's Olympic activation with its Every Step of the Way program, which engaged the American people to help support local sports programs through simple social media activities, while enabling a different dialogue and connection with customers and non-customers alike. And, more recently, the 2012 Ryder Cup embraced social media for the first time, amassing 80,000+ followers.

Social media will undoubtedly evolve, as will the way communications practitioners incorporate it into plans, but it's hard to imagine that it isn't here to stay. And with the kind of year 2012 has shaped up to be, it feels like it's only just arrived. As the lines between sports, entertainment and social continue to blur, we need to push ourselves and our clients to continue to step outside their comfort zones, and embrace "the show around the show."

Mary Scott is Managing Director of Matter, Inc., a Daniel J. Edelman company. ●



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False promises, lies are entertainment deal-breakers

Landing a story all comes down to timing, topic and knowing how to pitch. Also, make sure you conduct your business honestly and ethically. This was the advice offered by producers of some of the most popular entertainment and celebrity TV shows, who sat down to chat with publicists during a November panel hosted by the Entertainment Publicists Professional Society.

By Jon Gingerich

“I’ll fight my way up to protect my guests,” said Chris Fahey, Senior Producer of “Access Hollywood.”

Entertainment is a touch-and-go business. Hours are long, time slots are limited, and producers often find themselves doubling as bookers to land guests they think will make good fits for their shows.

And then there are the myriad challenges that lie outside of producers’ control. According to Ramón Parkins, Producer and Entertainment Editor at “CBS Sunday Morning,” it’s a common predicament for producers to discover a pitch they like, rewrite it for superior approval, only to have the idea later turned down.

In other words, rejection is universal in this buiseiness. Don’t take it personally if your story gets turned down.

“One of the most frustrating things about this job is when our boss turns a story down and we see it later on someone else’s show,” said Todd Polkes, Coordinating Producer at “Katie.” “Part of why I think I’ve been successful in this business is because I protect my guests. I’m closely involved with the process, and I want to make sure they’re all happy and treated well.”

Then there’s timing. Given natural scheduling constraints and the fickle, timely nature of the news, Polkes said many entertainment shows find themselves booking on a two-track format: a regular schedule that stretches several months in advance, and another for last-minute guests germane to a late-breaking news cycle.

The good news is if they like your pitch and can’t take it, generally they can help you place it elsewhere.

“The earlier we know something is happening, the earlier we can begin that process,” Parkins said. “If you have a story and we can’t accommodate it, if you call and say you have something good and we can’t take it, I’ll recommend a place where you can take it.”

“News is like an echo chamber, and we’re a 365-day kind of operation. Everyone’s overworked, everyone’s

overstaffed, and a lot of times it feels like ideas go into a black hole,” Parkins continued. “A lot of times we see something that’s really great and well thought out but we just can’t take it.”

The panel was unanimous in claiming they prefer publicists to pitch with an email first, but said outreach methods ultimately depend on the nature of the story.

“You can always feel free to call if I don’t get back with you,” said Polkes. “A phone call is probably the best,” Parkins said. “What’s most important is when not to call. Not every story should be pitched.”

While it sounds like a skipping record for many members of the industry, the adage remains, and for good reason: know the show you’re pitching. Watch the show to understand the format; have an idea of what would work and what wouldn’t before you pick up the phone or click send.

“It drives me crazy,” Fahey said. “There’s a guy who sends mass emails to every producer out there, even after you tell him to take you off his list. I still get emails from him. Needless to say, to send mass emails that aren’t tailored to a specific audience is a waste of your time as well as mine.”

“Sometimes it’s frustrating that they don’t watch the show before they contact us,” Polkes said. “We’re looking for compelling human interest stories. We’re not a celebrity driven show. And I’ll never be able to do a segment on the opera at The Met, even though that’s something I’d personally want to watch.”

Other pet peeves for the panel include



The Nov. 14 EPPS panel of entertainment producers (L to R): Jordan Fischler, Vice President of Allison + Partners (moderator); Todd Polkes, Coordinating Producer at “Katie”; Chris Fahey, Senior Producer of “Access Hollywood”; and Ramón Parkins, Producer and Entertainment Editor at “CBS Sunday Morning.”

Photo by Jon Gingerich

actors who only want to talk about the movie they’re currently starring in, and publicists who pitch ideas in the form of an advertisement instead of the obvious format — a story.

The panel also warned publicists not to make promises they can’t keep.

“Nowadays I get a lot of pitches from third parties. They’re not even from the original publicists,” Polkes said. “So when I’m interested in something the third party has to check with the original publicist to make sure it’s okay. And sometimes problems creep in because that person makes promises they can’t keep. It should go without saying, but don’t promise anything unless you have absolute authority to do what you say.”

And it sounds like a no-brainer, but the panel offered another caveat regarding a habit that remains present, albeit comparatively uncommon, in the industry: don’t lie.

“We know that you’re in a difficult situation. Sometimes we’re in difficult situations too,” Parkins said. “We can go off the record and talk about it. But don’t tell us something that’s going to come back to bite you in the ass.”

The November 14 panel was held at the International Cinematographers Guild in New York City. It was moderated by Jordan Fischler, Vice President of Allison + Partners. ●

Content strategies must expand mobile targeting

The growing popularity of tablets, smartphones and other devices for accessing content and communicating has opened new doors for PR firms that know how to exploit these new technologies to reach and motivate audiences, said Tom Tardio, CEO of Rogers & Cowan.

By Jack O'Dwyer

Tardio, as head of a firm with a long history of developing strategic marketing and PR campaigns for brands in the converging space of entertainment, technology, consumer marketing and social media, feels that R&C has the right formula to engage consumers via the new media.

Hand held tablets and smartphones including Apple's iPad and iPhone, the Samsung Galaxy Tab 7, HP TouchPad, Nexus 7 Nook and numerous others have captured the public's imagination.

"People have an unquenchable appetite for entertainment and stories," says Tardio, "and they are able to satisfy that now on mobile devices."

"Not only are they enjoying their favorite films, TV shows and music on their mobile devices via Hulu, Amazon, Netflix and Rdio when they want, how

they want and where they want, but they are eager to share such pleasures with their friends and families via their social networks and apps," he says.

"They are watching their favorite programs on their tablets and smartphones when they have a few minutes to spare and consuming content in more snack size portions," he added.

Applications designed for mobile devices are also proliferating and include "reward apps" that earn points for watching your favorite television programs that can be redeemed for gift cards and other items, he notes.

PR must tell "compelling stories"

R&C, a firm that handles many of Hollywood's biggest stars and entertainment industry companies, has long recognized the "art of storytelling is at the heart of the entertainment industry and a part of the DNA of the talented entertainment PR and marketing professional," said Tardio.

R&C creates campaigns for consumer and technology clients that use a variety of entertainment strategies such as developing strategic alliances with entertainment and sports properties, leveraging celebrities' social media profiles, executing brand ambassador initiatives, and facilitating relationship building with the broader entertainment community. Both traditional and social media tactics are integrated to support campaign objectives.

Clients, many which introduced innovative entertainment-changing technologies for consumers, have included WebTV, Napster digital music service, Texas

Instruments DLP cinema and consumer products, TiVO digital video recorder, Microsoft Kinect for Xbox 360 game system, Kobo Touch eReader, Amazon Studios digital film/TV studio, Voggle TV app, YouToo social TV, ooVoo video chat, Rdio streaming music service and the Gossip Girl social game on Facebook for Warner Bros. Interactive Entertainment.

R&C, notes Tardio, has worked with many of the top brands in social entertainment for clients such as Amazon Studios, Toyota, Kraft, Avon, Cambio, and The Coca-Cola Company.

"Our teams are extremely knowledgeable and adept in how to position these social entertainment brands as well as utilize the various platforms to engage and reach consumers and media," he says.

"We are finding that brands are partnering with entertainment marketing/PR agencies because their corporate or technology agencies do not have the depth of knowledge or relationships within the entertainment community or trade and lifestyle media to navigate this industry and communicate their brand stories in this unique media," he added.

New ecosystem emerging

New marketing techniques for brands include developing original, short-form entertainment content/webisodes as a way to engage consumers outside of the typical TV spot or print campaign, he continued.

"Since this original content requires tune-in publicity and a focus on online community building, R&C is securing a marketing communications leadership role in this category. There is an entire social entertainment ecosystem being formed that incorporates content creators, mobile app developers, socially enabled devices, TV specific social networks and analytics companies. These have been many of the companies R&C has signed on with in 2012 and which we will continue to expand and build our proprietary skill sets into 2013." ●



Tom Tardio



will.i.am together with The Coca-Cola Company — both Rogers & Cowan clients — launched the EKOCYCLE brand this summer to encourage sustainability among consumers through lifestyle products made in part from recycled material. Above, will.i.am in October appeared at the EKOCYCLE launch event in New York City.

Photo: Kevin Mazur for Getty Images.

Be quick when working the entertainment beat

A fast-talking group of New York entertainment journalists from digital, TV and print outlets told PR pros in Oct. 23 that they're looking for pitches for a variety of celebrity-oriented stories. Some even admitted wanting to hear from PR people.

By Gayle Goodman

Peter Himler, President of Flatiron Communications the Publicity Club of New York, which hosted the luncheon event, kicked off the proceedings in front of a bubbling crowd at the Three West Club while moderator Lisa Kovitz, Executive VP for Edelman, kept the panel on message.

As former Executive Editor for *OK!* magazine, Huffington Post Celebrity Columnist Rob Shuter is known for breaking new stories on celebs. However, Shuter got his start in public relations, first at BNC (Bragman Nyman Cafarelli, now PMK-BNC) as a receptionist, before working his way up to “head the entertainment group” at DKC and then starting his own PR agency, The Shuter Group. In these positions, he worked with celebrities such as Jennifer Lopez and other majors. Shuter knows a good pitch when he sees one, and wants “original, interesting entertainment stories.”

Saying there are “great celebrity stories everywhere,” Shuter is always looking for experts. “If Jennifer Aniston cuts her hair, and you know the hair stylist,” get in touch, Shuter said. He’s always looking for interesting photos and videos. However, “If it’s on YouTube, I’m not breaking it,” he asserted.

In his hosting gig for AXS.tv — owned by Mark Cuban with partner Ryan Seacrest — he’s looking for stories with more of an “entertainment focus,” as opposed to breaking news. Celebrity interviews are welcome. AXS.tv is seen in 35 million homes.

With a readership of 400,000, *Life & Style* Senior News Editor Kara Feigeles has 75 pages to fill weekly on fashion, beauty and news in the celebrity world. “We need pitches,” she implored. Email her.

Feigeles has been at *Life & Style* for six years, and before that, was a Senior Editor at *The Star*. She said she wants “sneak peeks into the celebrity world,” beauty secrets, videos, photos of “partying with the stars,” and shots “with energy, not just a star holding a drink.”

Some caveats. For events, she suggests the date be in the subject line of your email. In fact, if organizing an event, add

Life & Style to your guest list, because post-event run-downs will not be covered if they have not attended, Feigeles explained.

She’s also looking for exclusives — “Readers love exclusives,” she said — and scoops. So, “If you see Leo DiCaprio making out with someone in a club, and you’re texting that to your friends,” said Kara, “Text us, too!”

“Give me something totally different,” said David Caplan, the enterprising founder of GossipDavid.com. You

could find your story mentioned on his website, as well as on “The Talk,” Sirius XM, CNN Headline News, WLNY, and other celebrity TV and print outlets from Canada to Australia.

Product PR folks can rejoice, because Caplan will cover stories with a celebrity spokesperson “pegged” to a product, (“All the ‘Real Housewives of New York’ have products,” said Caplan) especially if connected to Kim Kardashian.

He wants photos, gallery photos from parties, and video. Nothing is too big, he said: “We can always work with something.”

How does one snag entertainment stories on the holy grail of morning talk shows? According to Emily Gertler, Entertainment Segment Producer for “Good Morning America,” PR pros need to first watch the program. Second, do not address pitches to her for “The Today Show,” “The Early Show,” or any other competing programs. “We get lots of these,” she sighed.

Gertler works with a team of three producers. They book and produce their own segments. After sending an email pitch, Gertler encourages a personal phone call to follow-up — an unusual invitation. And, if you send her a story for fashion and beauty, as opposed to a celebrity angle, she will make sure it gets to the right producer.

In covering celebrity stories, she will



The PCNY entertainment beat panel (L to R): Rob Shuter, Huffington Post; Kara Feigeles, *Life & Style Weekly*; David Caplan, GossipDavid.com; Emily Gertler, 'Good Morning America'; and Brent A. Lang, The Wrap.

Photo: Gayle Goodman.

consider covering a product endorsement. “We can’t spend an entire segment on a product,” she clarifies. However, “If a celebrity is attached, it takes it to a whole new level.”

Guests are booked three to four months in advance, and sometimes earlier than that. Most of all, she wants stories that are “fun.” She said “HD footage is ideal,” and if lesser quality, GMA can work on it. Slide shows, videos and blog entries are welcome materials to pitch.

Covering the business of entertainment, The Wrap’s New York bureau Film reporter Brett Lang said he wants stories such as Netflix earnings as opposed to coverage of, say, Kim Kardashian. He covers hard news and business stories featuring trends in the entertainment space. The Wrap was started by Sharon Waxman, a *New York Times* reporter, and is based in L.A. Stories from the site are carried on Reuters, MSN, and other outlets.

Lang said he “appreciates if someone reads my work,” and like many editors, can tell if there is a lack of familiarity with what he covers.

He urges a “crisp, clear message” in the subject line, to compel him to read it, and specifies that “an exclusive must be a true exclusive.” He’s looking for videos and photos, especially of executives who have been promoted. ●

The rise of the 'breakout' brand

Today's consumers have gotten emotional, and they've gotten connected. They're looking for products and services that speak to them individually. They're looking for experiences to define their purchases, and they are responding emotionally to the things they want to do and to buy.

By Christine Barney

The most successful brands have naturally begun to adopt a strategy that will no doubt be increasingly talked about and pursued in the coming years. They have begun to advance what we call "The Breakout Brand Strategy."

Over time, organizations have embraced many different tactics in the quest for growth. Years ago, one approach rose up above the pack — it was called the challenger brand. I'm sure everyone remembers: "We're Avis, we try harder." It put being number-two in the spotlight and made marketing all about showing why you were better than the number-one company.

Today, an evolutionary approach to the challenger brand concept is beginning to take hold — one that focuses on the customer, not the competition. The development of this Breakout Brand Strategy can be traced directly to the dramatic changes in communication that have defined the last decade.

In this time, mass marketing has given way to fragmented markets of splinter populations, where the idea of being number one can change in an instant from one audience to the next. Social media has transformed the very concept of brand awareness, allowing experiences with products and services to be shared on a personal level at lightening speed. With GenY/Millennial audiences impatiently demanding personalization, connectivity and specialization, big brand "us vs. them" mantras are quickly left in the digital dust. Simply put, emotions are driving purchases like never before, and in this paradigm, formulaic comparisons with the competition have lost meaning.

To succeed, a brand must establish unique connections with different audiences. Breakout Brands stand out from the pack because they inspire emotional attachments that can be measured at the cash register. What is an emotional attachment? It's the passion of those who line up for new Apple products that some say are not even as good as other brands. It's why — while Dunkin Donuts is the bulk leader — Starbucks fans are more emotionally engaged as evidenced by their 20% more visits per month than Dunkin Donuts fans, and 29% higher average spend monthly.

Not convinced that emotions are driving brand success? Consider this: According to a survey by the polling firm IBOPE/Zogby International for rbb Public Relations, companies have to show consumers the love in order to attract and keep them in today's dynamic marketplace.

Of the 2,000 adults surveyed, 83% say that they are willing to spend more on a product or service if they feel a personal connection to the company. One fifth of respondents say they would pay 50% more or higher if they felt the company put the customer first. In fact, the survey found that to stay competitive, companies are adopting marketing strategies that align with today's new consumer perspective. Instead of chasing the competition to become number one, creating powerful customer experiences is the top priority.

The research indicates that Breakout Brand companies share a common strategy. They deliver services and products that trigger a response — a visceral reaction from customers. That's what happens with Zappos.com and its free return policy backed by a fun-loving customer service approach that delivers "happiness." Or the anticipation coffee drinkers feel for Starbucks' limited edition menu options, like the Pumpkin Spice Latte or Peppermint Mocha that signal the arrival of the holidays.

How, then, can organizations move beyond the focus on competition marketing and break out for themselves? To start, it helps to understand the different categories of companies that can be defined as Breakout Brands. We have identified three types:

Established brands, such as IBM, may be household names but they have to work hard to stay fresh and relevant to audiences. They have the resources to drive constant innovation and communication.

Engaged brands can be any age and have begun to develop deeper customer connections. They distinguish themselves by growing their category with originality, such as Duncan Hines, which recently reinvented the frosting category.

Emerging organizations have the benefit of no legacy issues and storm on to the

scene to create new markets that make consumers' lives easier or richer. They have the challenge of managing through their growth — think Pinterest.

What these three categories have in common is the customer. The fact is, Breakout Brands don't go into business to fight the market leader in the old style challenger brand mold. Instead of comparing themselves to other organizations, they stake out their own ground, shooting always to be number one in mindshare within a certain space or among a certain audience. Always customer-centered, they aim to do more or make life easier for their audience. Instead of chasing, they focus on leading, and that's what any company must remember if they want to break out.

To be a Breakout Brand, companies must be willing and ready to create the future — and future demand. In other words, they must be more than open-minded, anticipating customer needs well in advance. Who knew, for instance, that we needed to tell the world every detail of our lives until Facebook told us we did? Who expected mass retailer Target to offer Missoni designer clothes and home goods for a fraction of designer prices?

Finally, Breakout Brands must master the art and science of communication. Instead of developing a communications plan after they create or advance a product or service, they must integrate the communications platform into the business plan from day one. They should not expect their integrated communications teams to come in after the fact and sell an artificial image or benefit. Consider how many companies try to promote customer service as a differentiator but are loathe to share a customer support phone number in favor of pushing online FAQ. Ultimately, the message and the entire communications platform must be true to the very core of the Breakout Brand.

Today, thinking outside the box is a very inside-the-box concept. Instead of comparing their ideas and deliverables to a less-innovative competitor, organizations of all sizes must prove themselves to be incomparable in every facet, unique, and connected in ways that their customers never saw coming.

Christine Barney, APR, is CEO of rbb Public Relations. ●



Christine Barney

Panel offers rare glimpse inside Associated Press

While the Associated Press is known for covering the news of the world, its vast and modern New York newsroom is an insulated, windowless enclave to which outsiders — specifically, PR professionals — rarely gain entry.

By Gayle Goodman

The PRSA's New York Programming Committee helped open the AP's doors November 15 with a tour of the news organization's West 33rd Street facilities and subsequent panel discussion, as part of a program titled "Inside the Media: Associated Press."

Designed in stark black-and-white, the space expands with a spectacular farm-like sprawl at 100,000 square feet. Morning meetings take place in "The Fish Bowl," a bulbous glass-walled conference room where, according to AP Media Relations Manager Erin White, the "agenda-setting" happens. With a congestion of work stations, LED read-outs keeping international time, and piles of books, files and papers, you could sense the drumming activity in this 24/7 temple of news.

Panel showed rare glimpse of AP

A following panel of AP editorial staff, moderated by Scott Berwitz, Corporate Communications Director of Mindshare, showed off the Associated Press, and proved educational.

Technology and Media Editor John Simons said he's looking for stories with a timely focus.

"What are the issues of the day, that we might need help with?" he said. "Think sources and data. Those are important to us on major news stories."

Simons said tying into trends will capture his attention. "Most stories we put out are daily news driven stories. In tech, 30 to 40 are trend stories: app development, small tablets. These are timely."

Simons added, "Put us in touch with real people, consumers who use your client's products."

Travel and Lifestyle Editor Beth Harpaz emphasized her need for stories with a "national or international focus. We don't do local stories." Think big. She gave examples of pitches that worked. When Lou Hammond, President of New York's Lou Hammond Associates, pitched a story about a cruise on the Mississippi, Harpaz first saw this as a local story. But Hammond elaborated on this issue, giving it national interest for the AP. "Hammond pitched the story as a great American

story, about the Mississippi River, about Mark Twain," she said. "I got it."

Harpaz also discussed covering the "crisis of the cruise ship in Italy," the Costa Concordia which sank. "No one would talk about it," she said.

She uncovered a source who would give background, illustrating how PR people could assist with a sensitive story, while building an editorial relationship for the future.

Amanda Barrett, New York City News Editor, said stories should point to a trend or situation around the globe. "We are knee-deep in Sandy stories," she said. "We are looking for people in construction. There may be intersections where you or your client may fit in."

Tips for pitching success

The AP editors offered these 10 points when reaching out to them with a possible story.

- **Keep your pitches as short as a Tweet.** Simons said AP editors are enthusiastic about this pitching style. "I love the idea of a pitch boiled down to a Tweet," agreed Harpaz.

- **Subject Line.** AP editors get hundreds of emails a day. It is imperative that the subject line of an email convey the news, or "it will go into the ether," said Harpaz. "I can tell from the subject line if it's relevant to me."

- **National angles.** AP stories need a national angle, unless you go through a local bureau. Do not pitch more than one editor at a time.

- **Don't call.** "Phone calls are not welcome," stated Harpaz. "Unless it's breaking news, you're better off with an email rather than calling us." Also, Harpaz said to eliminate small talk, such as, "How are you? And how was your weekend?" She's busy. She wants to know fast, "What is the story?"

- **Off the Record.** "If you can't say something, don't say it. Let's have a free-flowing conversation," said Simons. He added, PR staff should make sure "the person you are shepherding doesn't say something that's sensitive." Or, like most reporters looking for a good quote, he may print it.

- **Respect Breaking News.** Recognize when reporters will be working on a breaking news story. "Last Friday," said Barrett, "I was covering Sandy, trying to

get reporters to Far Rockaway or Staten Island and get enough gas." This was not the time for a PR rep to call and insist on selling "the best story ever," said Barrett, but one did. She will remember who that is.

- **Embargoes.** Simons said embargoes are "overused and used in situations where there is no need for it." However, feelings differed amongst the panel. "If somewhat exclusive, we can work with some limits," said Harpaz. An embargo, she explained, "Gives me time to plan the story coverage. I'll play with the embargo, as a thank you."

Barrett asserted, "I'll still ask to be first, and see how early we can get the story."

- **Sources and Experts.** "Be willing to go beyond your client," suggested Harpaz. If you're working on a story which fits into a trend, or you know experts in the field who may be influential, but may not be clients, providing a source will increase your value to the reporter. "If you help me do my job better," said Harpaz, "I'm not going to leave your guy out."

- **Surveys.** "Almost no survey a commercial entity would do will meet our standards," said Harpaz. "We are not permitted to use 99% of surveys" submitted. Simons said, "It doesn't mean we won't use anecdotal info." Barrett had a different take, and said, "We will coordinate with our polling department to evaluate the information before using it."

- **Editorial Decisions.** The first piece of guidance Harpaz gave to the audience was, "Google your subject and AP." Barrett cautioned, "Stories need to stand out to justify doing them. We're dealing with smaller staffs and have to have a big bang if I'm putting a reporter and photographer on it."

Additional tips included making sure to find the reporter relevant to your clients' stories, contacting reporters via Twitter (their handles, along with further contacting FAQs, are available at ap.org) and subscribing to the AP Planner. Finally, notice of events to be covered should be sent to Editor Tom McElroy, at APNYC@ap.org. The date of the event and what it is should be in the subject line. Do not send attachments. ●

The psychology of sports fanaticism

Fanatics come in all shapes and sizes. We all know political fanatics — die-hard Democrats and Republicans who vow never to pull the lever for the other side — as well as film buffs, fashion aficionados and food gourmands. Perhaps all these pale in comparison to another breed of rabid fanaticism popular in today's culture: sports fans.

By Arthur Solomon

Sports fanatics don't just play or enjoy watching sports; they live and die sports. A psychologist may have the answers as to why drinking beer is often associated with having fun at a sports event. Only TV producers however, can say why a bar is the "must" place to get stories of fans during an athletic event.

A psychologist may have the answers to why adults live and die and root for a team because of the names on the players' jerseys.

A psychologist may have the answer to why people get attached to athletes that don't give a hoot about them, and change teams the moment another offers a better financial deal.

A psychologist may have the answers to why fans root for a franchise that has no loyalty to a city and threatens to move the moment another locale offers a better financial deal.

A psychologist may have the answer to why fans always side with management and against the players during salary and labor disputes, when management keeps increasing the price of tickets and food to the point where many long-time loyal fans can no longer afford a ticket or brew.

A psychologist may have the answers to why destructive celebratory victory riots are a part of our sports scene.

A psychologist may have the answers to why parents let their youngsters engage in sports that revel in violence, like boxing, hockey and football.

A psychologist may have the answers to why fans worry about how much money a team pays an athlete.

A psychologist may have the answers to why people spend thousand of dollars on sporting events, when they often can see the action better from the comfort of their homes and use the money for essential family needs.

A psychologist may have the answers to why listeners of sports talk radio can wait on the phone forever just to have a minute or two of air time with the host. (When I do tune in to sports talk, it reminds me of what used to be said about

the hockey sellout crowds at Madison Square Garden: every game is a sellout, but it's the same fans who attend each game. So it seems to be with sports talk radio, when Joey from New Haven calls for the nineteenth time to complain about the NY Mets not resigning Jose Reyes.)

A psychologist may have the answers to why people are willing to spend money on Derek Jeter's 3,000 hit dirt or to purchase reprinted game tickets, dirt and assorted other items from Johan Santana's no hit game.

Belligerence transcends many areas

Sports fanatics are not limited to beer-guzzling, point-spread betting, live-or-die fans who spout vulgarisms. They include Big Team college sports administrators. Why else would football and basketball coaches hold so much power at the halls of learning and the N.C.A.A.

hold sway over the entire collegiate sports scene?

Why do many sports fanatics act like they do? In his column about football violence in the April 18, 2012, issue of *ESPN The Magazine*, Howard Bryant wrote, "If the NFL is caught between promoting violence only to decry it ... so too does America act outraged at bloodlust while supporting a gun culture glamorized by the cops, the criminals, the video games, television and the movies."

Regardless of your favorite sport, fanatics should consider what New York Jets football Coach Rex Ryan said after his team suffered a devastating defeat. "I got up this morning, so that's a good thing." Or as tennis great Billie Jean King said "... One lesson you learn from sports is that life goes on without you." Fanatics should be taught that too.

But the best lessons sports fanatics should consider before worshipping a team, player or coach is commit to memory "O.J., JoePa and Penn State."

Arthur Solomon was a Senior VP and Senior Counselor at Burson-Marsteller. ♦

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Brener Zwickel & Associates is a PR and marketing firm with more than 60 years of combined experience in the sports journalism and PR fields. BZA has the experience and contacts to maximize client exposure via PR, promotions, event planning, event production and marketing plans.

The firm's network of media contacts at the local, national and international levels facilitates media placements. Its service-oriented philosophy includes strategic plan development, interaction with client contacts, cultivation of media promotions to enhance advertising buys, adherence to timelines, timely progress reports, on-site execution and event results and evaluation.

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Catalyst is focused on consumers who are passionate about sports, entertainment and leading an active lifestyle, and works with brands to create communications strategies that engage consumers and influence behavior.

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We have deep experience in activating sponsorships and leveraging sports properties including the NFL, NBA, NASCAR and MLB as well as tennis, golf and endurance events. The agency also forges partnerships that associate brands and products with athletes, and has worked closely with a host of sports stars, including Tom Brady, Michael Phelps and Carl Edwards.

Additionally, Catalyst conducts an annual Fan Engagement Study, which focuses on the social media attitudes and usage habits of sports fans and provides many key insights to help our agency develop innovative digital programs.

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When getting consumers to relate to brands on a global scale, we run into one of our most interesting challenges of all: trying to find actors that aren't acting. With near-

ly 50 combined years of expertise managing Hollywood relationships, Cone Communications Entertainment Marketing is skilled at integrating brands, causes and issues with entertainment entities — celebrities, films, television shows — to create authentic relationships and develop impactful programs. We understand the value of capitalizing on the celebrity's brand and network to maximize exposure.

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The January issue of *O'Dwyer's* will feature a company profiles section on crisis communications. If you would like your firm to be listed, contact Editor Jon Gingerich at 646/843-2080 or jon@odwyerpr.com

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Coyne PR's knowledge and creativity has made it one of the country's fastest-growing agencies and top award winners. Our specialized practice areas of Entertainment and Sports represent an impressive collection of top national brands, high-profile events and first-class organizations. The Entertainment team works with Hard Rock International, making the brand synonymous with music by generating national and international buzz through events with top artists ranging from Karmin to Yoko Ono. The team also works with Epiphone Guitars and AEG. In addition, they've managed events with top celebrities including Cee Lo Green for Meow Mix, Ke\$ha for Casio Baby-G and Miley Cyrus for the Walt Disney Company. The Sports team's playbook includes winning gameplans for industry-leading companies such as ESPN, Turner Sports for its coverage of the NCAA men's basketball tournament, MSG Varsity, *ESPN The Magazine* and ESPN Wide World of Sports at Walt Disney World, among others. The key to Coyne's success — and yours — is that we combine creativity and enthusiasm with strategic approach and impeccable client service, resulting in outstanding coverage in both expected and aspirational places.

DKC

261 Fifth Avenue
New York, NY 10016
212/685-4300
www.dkcnews.com

Sean Cassidy, President
Scott Miranda, Managing Director



Bruce Springsteen and the E Street Band perform on stage at Hard Rock Calling 2012 music festival in Hyde Park, London on Saturday, July 14, 2012. Hard Rock is a Coyne client.

Susan Novak, Executive Vice President
Melisa Gotto, Vice President, Los Angeles

Established in 1991, DKC is among the largest independently owned public relations firms in the country. With experience that cuts across nearly every industry and geographic region, sports and entertainment have always been cornerstones of the firm's diverse client mix.

DKC's Sports division is a trusted, longtime partner for a multitude of *Fortune* 100 companies, leagues, franchises, venues, sponsors, owners and athletes. With a seasoned staff that is deeply rooted in all aspects of the sports business, from high-level front office posts to sports journalism, DKC's Sports team knows how to build coverage for clients well beyond the traditional sports media landscape. Clients include the U.S. Tennis

Association/U.S. Open, New Balance, Citi, Sprint, New Era, Topps, THQ, Warner Brothers, Tough Mudder, Disney Interactive and Fanatics.

DKC specializes in working with entertainment at the intersection of corporate enterprise and creative pursuits. The Entertainment team takes a 360 degree approach to building clients' brands — from personalities to entertainment executives to corporate clients who use entertainment sponsorships to help bring their products and services to life. Entertainment clients include Pete Wentz, 50 Cent, Sean "Diddy" Combs, Ken Burns, Ed Burns, Jay Leno, Michael Eisner, Sesame Street, Sony Pictures Television, Showtime, Martin Guitars, PBS, VH1, *Billboard Magazine*, Yahoo! Entertainment and Warner Music Group.

— Continued on page 20



J Public Relations' client Searsucker is the ultimate social dining experience in San Diego, a 7,000 square-foot venue that makes guests feel welcome, from the food to the drinks to the ambiance.

DKC

Continued from page 19

Since formally launching its West Coast presence in late 2011, DKC continues to grow its Southern California operation with clients across the digital, entertainment, corporate, sports, technology, and media business categories. DKC's Los Angeles office works with new and existing sports and entertainment clients including the Shaun White Supply Co., Madame Tussauds Hollywood, Vuguru and New Balance, among others.

FRENCH / WEST / VAUGHAN

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Rick French, Chairman & CEO
David Gwyn, President / Principal

Natalie Best, Executive Vice President / Principal

Jay Wisse, Vice President, Sports & Entertainment Properties

French/West/Vaughan (FWV) is the Southeast's leading public relations, public affairs and brand communications agency, independent or otherwise. Founded in April 1997 in Raleigh, N.C. by agency Chairman & CEO Rick French, FWV now employs 70 public relations, advertising and digital marketing experts among its offices in New York City,

Tampa, Dallas and Los Angeles.

Ranked as the #4 firm for sports PR and #19 for entertainment PR by *O'Dwyer's*, FWV is an industry leader in sports and entertainment marketing, and specializes in creating maximum brand exposure for its clients through strategic partnerships, sponsor relations, event management, social media, mobile and experiential marketing and traditional earned media outreach programs.

FWV's sports and entertainment clients include the Central Intercollegiate Athletic Association (CIAA), Southwestern Athletic Conference (SWAC), Houston Texans running back Arian Foster, Disney star Brandon Mychal Smith, Houston Texans safety Glover Quin, Philadelphia Eagles QB Michael Vick, Orlando Magic forward Glen "Big Baby" Davis, retired NFL star Simeon Rice, Dallas Mavericks forward Dahntay Jones, leading international swimwear brand Arena, SKINS compression wear, Tasc Performance apparel, Eurosport /soccer.com, the United States Polo Association, best-selling author Nick Schuyler and the Professional Rodeo Cowboys Association.

The agency has also done work on behalf of Seattle Seahawks QB Russell Wilson, platinum-selling musician T.I., actress Linda Hogan, Olympic Gold Medalist Jessica Hardy, AstroTurf, Speedo, TVG (America's Horseracing Network), Parelli Natural Horsemanship, Xtreme Fighting

Championships (XFC), OTB Records, the Carolina Cobras of the Arena Football League, AccuSport International, Premiere Management Group, the Atlantic Coast Conference (ACC), the Aggie-Eagle Classic, Urban Sports and Entertainment Group, North Carolina Amateur Sports and the N.C. State Games, among others.

Additionally, FWV Chairman & CEO Rick French is a national trustee of the Rock and Roll Hall of Fame and Museum. As a member of the board of trustees, French is among a small number of America's most prominent business and music industry leaders who are stewards of the Hall of Fame and Museum and are also asked to represent the Rock Hall's mission and goals at programs and events around the world.

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Kim Julin Guyader, Jamie Lynn Sigler, Founding Partners
Sarah Evans, Managing Partner

Established in 2005, J Public Relations (JPR) is one of the top hospitality and lifestyle PR Agencies in the country. With offices in New York City and San Diego, JPR has worked with entertainment brands such as Enlightened Hospitality Group, FLUXX, F6ix, Side Bar, Stingaree Nightclub, Guest House, RMD Group, Westfield UTC, and Vegas-based clients including Gallery Nightclub, Holsteins Shakes and Buns at The Cosmopolitan of Las Vegas, and Public House at The Venetian.

JPR has successfully managed countless entertainment, lifestyle and nightlife public relations campaigns for some of the brightest names in the business. JPR devises story angles, celebrity events, promotions and media opportunities that secure their spot as a leader in the industry and keep them rele-

vant long after the initial buzz has died down. In November 2012, JPR managed a high-profile event for client Westfield UTC's Grand Opening celebration that featured a runway fashion show with celebrity appearance by Giuliana Rancic and a concert by Natasha Bedingfield.

The JPR team has also played an instrumental role in elevating San Diego's nightlife, social dining and entertainment scene over the past several years, including the launch and ongoing creative PR tactics for award-winning Searsucker restaurant and downtown nightlife venues. JPR is committed to delivering strategic media relations campaigns designed to have personal appeal while maximizing brand visibility and media coverage across a broad range of top tier outlets. Known for creating a "buzz" among media, influencers and industry insiders, JPR's clear strategy is based on specific client goals, "wish lists," revenue-driving markets and verticals

KAPLOW

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www.kaplow.com

As an independent, award-winning public relations firm, Kaplow helps best-in-class companies tell their stories and change conversations.

For more than two decades, the firm has cultivated brand identities and reputations that nurture happy, loyal consumers. Kaplow's holistic communications programs leverage the best of traditional media relations and digital/social campaigns to ensure that our clients' brands are front and center with their target consumers and the influencers who matter the most.

With a world class media relations team, and in-house social media and video production divisions, Kaplow exists for a singular reason: to create emotional connections between brand and consumer. Simply put, we help people fall in love with your brand.

Some of our best-in-class

Continued on page 22



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Actors Kristen Stewart (top) and Robert Pattinson (bottom) arrive at the premiere of "Twilight: Breaking Dawn Part 2." Mayo client *Status LA Magazine* covered the event.

KAPLOW

Continued from page 20

clients include: Target, Skype, CVS/Pharmacy, Avon mark & Avon Foundation, Timex, Unilever (Nexus & St. Ives), Shiseido, Gurwitch (Laura Mercier and RéVive), Case-mate, Kellwood and CEW.

KEITH SHERMAN & ASSOCIATES

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Brett Oberman, VP
Scott Klein, VP
Chuck Mirarchi, VP

KEITH SHERMAN & ASSO-CIATES provides strategic public

relations counseling and marketing communications services to a diverse roster of entertainment, lifestyles, sports and corporate clients.

KSA has publicized hundreds of films, network and cable television broadcasts, Broadway, national touring productions and high profile events nationally and internationally. Some clients include: Focus Features, Universal Pictures, Adrian Grenier, Olympic Medalists Brian Boitano, Paul Hamm and Michelle Kwan, Tony Awards on CBS for 18 years, Lang Lang, Mike Birbiglia, Bolshoi Ballet, Kimpton Hotels, Portuguese Gourmet Food Festival, 54 Below and 250 Broadway, Off-Broadway and touring shows, including "A Christmas Story, The Musical."

KSA's clients include: *The New York Times*, Visiting Nurse Service of New York, Hertz, Sony, *The Onion*, *Architectural Digest*, Columbia University, Memorial Sloan-Kettering Cancer

Center, New York Marriott Marquis, The Broadway League, Bristol-Myers Squibb, Abu Dhabi Festival and the Montreal Jazz Festival, among others.

Excellence. Results. A fresh point-of-view. Proactive effort. Intelligent strategic thinking. Experience. High standards. Integrity. Creativity. Passion. These are some of the elements that distinguish KSA's work.

MAYO COMMUNICATIONS

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Aida Mayo, President
George S. McQuade III, VP
Dan Lai, San Diego Bureau
Renee Robinson, NY Bureau

MAYO communications, based in Los Angeles, offers Social Media, Corporate Social Responsibility, Corporate Communications and Branding. A short list of entertainment clients this year includes: Braco (BracoLA.com); The World Networks 2012 Supermodel Contest Finale; Carnival of Darkness Horror Sci-Fi Film Festival; *Hollywood Film Magazine*; *Status L.A. Magazine*; "Hollywood East" (HULU) Teen drama; Global Onslaught-Australia-UK and Operation Blankets of Love (animal rescue charity).

In October MAYO created a buzz for the 2012 Supermodel Contest Finale in Hollywood involving 90 model finalists in swimsuit, beauty and Halloween costume designs. The red carpet event attracted nearly 1,000 attendees and was featured in several publications. Last summer MAYO launched a USA Tour of Global Onslaught-Australia-UK, an online music format featuring new artists, music, videos, podcasts and tour dates. The launch was held at the Aspen TV Comedy Series set in LA featuring Toto lead singer Bobby Kimball's wife Jasmin Gabay (Saving K9 Lives) and actor Tom Yi ("Bridesmaids," 2011 and CBS TV series "The Mentalist"). Also attending were actor Timothy Woodward Jr. ("Hollywood East" TV series);

Braxton Davis ("The Helpers" 2012); Ron Moss ("The Bold and the Beautiful"); actress Anne Kristine Zoumblos; Mandy Lion (WWIII); Annie Lovell (UK); October Rage; March Into Paris; Junior Wright; Ryan Cabrera and Buddy Princeton and the Incorruptibles (Jackson Browne, Steve Miller Band) to name a few.

MAYO also signed *Status LA Magazine* that plans to feature the Premiere of "The Twilight Saga: Breaking Dawn Part 2," in its upcoming issue.

MWW ENTERTAINMENT

304 Park Avenue South
New York, NY 10010
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Michael W. Kempner, President & CEO

To matter more, brands must build relationships with the influencers who matter most. MWW Entertainment connects clients with top talent in music, sports and entertainment to inspire action and increase awareness, brand image and sales. Clients turn to MWW Entertainment experts to tap into our relationship networks and connect with celebrity endorsers that move the needle to establish cachet, credibility and relevance. MWW Entertainment is a joint venture between MWW and KWL Enterprises, led by Kevin Liles, former President of Def Jam Music Group and EVP of Warner Music. Our team crafts multi-dimensional campaigns for artists, entertainers, and sports / entertainment properties. MWW Entertainment services brands in the areas of celebrity acquisition and branding, fashion and entertainment publicity, full service celebrity brand integration, positioning and messaging, talent management, digital and social media, and consumer lifestyle marketing and public relations.

View and download entire issues of *O'Dwyer's* magazine in PDF format, as well as hundreds of company profiles in our searchable online database.

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Michael Nyman, *Chairman & CEO*
Cindi Berger, *Chairman & CEO*
Chris Robichaud, *CEO*

PMK*BNC is the global authority of Popular Culture and Entertainment. The agency specializes in creating ideas that move the consumer. It is populated with experts in enhancing talent and brand relationships with consumers, fans and communities through the passion points of film, television, sports, music, philanthropy, art and fashion. With extraordinary access to the entertainment industry, PMK*BNC created a Science Series to share unique data and insights, and has developed a proprietary tool that measures celebrity influence called fanDNA. The agency represents approximately 800 clients ranging from celebrities, producers, directors, cable and network TV properties, production companies, musicians, authors, sports figures, consumer brands, events and causes. With a seasoned staff of more than 220 professionals in New York, Los Angeles and London, PMK*BNC delivers inspired solutions that include public relations, event production, experiential marketing, celebrity and influencer outreach, sponsorship, promotions, product placement and integration, digital content creation and brand consultation. Recent new clients/projects include 2012 Emmy Awards, 2012 American Music Awards, YouTube, Dick Clark Productions, JCPenney, Samsung Mobile, The Weinstein Co., Time Warner Cable, AEG (for Justin Bieber's Believe Tour), "X Factor," "Jimmy Kimmel Live" and films including "The Artist" and "The Iron Lady."

ROGERS & COWAN

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Tom Tardio, *CEO*

Rogers & Cowan is a leading entertainment marketing and PR agency offering clients access and alliances with the powerful influences of the entertainment industry and an insider's point of view on evolving lifestyle, consumer, technology and social entertainment trends.

Our entertainment and sports expertise is in working with celebrities, athletes, recording artists, cable and network TV, film production and distribution, record labels, video game producers, sports leagues and live events as well as the evolving social entertainment ecosystem including emerging entertainment technology brands and creators of content for multiple screens.

We embrace the power of traditional and social media to build brands, drive viewership for entertainment programming, increase attendance for live sporting events, activate sponsorships, grow online communities as well as generate increased awareness and adoption of products, brands and services. Our team embraces the opportunities presented by the ever evolving media and technology landscape, whether it's through entertainment and sports content, celebrity spokespeople, music and cultural events, video syndication, blogger outreach or relationship building with the broader entertainment community.

Recent clients/projects have included Rdio, Amazon Studios, Voggle, Target, Sonos, Food Network, HGTV & DIY Networks, GRAMMY and Latin GRAMMY Awards, CMT Awards, YouToo, Kraft Real Women of Philadelphia, USA Pro Cycling Challenge, NASCAR, PGA Tour, Sprite Refreshing Films, The Coca-Cola Company, General Mills, Cinemax, 20th Century Fox, Miramax, and Warner Bros. Interactive Entertainment.



Singer/Songwriter Alanis Morissette talks to *Billboard Magazine's* Phil Gallo about her new album at the "Havoc and Bright Lights" Listening Party at Sonos Studio in Los Angeles presented by Sonos and Target, both of which are clients of Rogers & Cowan. The team executed sponsor activations, event support and media outreach resulting in coverage in the *Los Angeles Times*, *New York Post* and a homepage feature on *Rollingstone.com*, amongst others.

RUDER FINN, INC.

301 East 57th Street
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Kathy Bloomgarden, *CEO*
Rachel Spielman, *Global Head of Corporate Communications*,
Scott Schneider, *Chief Digital Officer*
John McInerney, *Senior Vice President, Branding*

Ruder Finn has worked with some of the world's leading entertainment and sports organizations to generate brand awareness and establish meaningful relationships with consumers. Ruder Finn also regularly works to broker partnerships between entertainment and sports organizations and clients in other parts of our business, including healthcare, to establish innovative platforms and break new ground in communicating branded and non-branded information.

Ruder Finn's expertise lies in helping clients enhance their positioning in a competitive market, connect and gain understanding of their customers, and garner visibility for novel program and product launches. The agency offers a truly integrated approach and has spearheaded the development of online communities as well as assisted clients in mapping out the best way to develop meaningful relationships with consumers beyond transactions. Ruder Finn works with entertainment and sports organizations on brand awareness, global media relations, new product and services launches, marketing communications,

corporate social responsibility, online engagement and mobile marketing to establish consistent brand communications and build awareness with consumers, thought leaders, journalists and other key stakeholders.

TAYLOR

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Tony Signore, *CEO & Managing Partner*
Bryan Harris, *COO & Managing Partner*

Named "Consumer Agency of the Decade" by the Holmes Group, Taylor has forged a reputation of excellence in public relations and brand marketing over the past 28 years by partnering with the world's leading corporate marketers utilizing their sports, lifestyle, and entertainment assets to engage consumers and foster brand relationships that drive business growth. The agency's roots are firmly planted in the world of sports and its legacy of developing and activating hundreds of award-winning campaigns for leading brands in support of sports sponsorships is unparalleled. From global properties like the Olympic Games and FIFA World Cup, to the crown jewels of U.S. sports — the World Series, Super Bowl, NBA Finals, and Daytona 500, among

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TAYLOR

— Continued from page 23

others — Taylor has long been a trusted counselor for many of the world's most influential sports marketers.

The agency has also successfully aligned its client partners' business goals with the most recognizable properties in the entertainment industry, including the Academy Awards, Grammy Awards, Latin Grammy Awards, Sundance Film Festival, and MTV Music Video Awards.

Taylor's client partners include Diageo, P&G, Allstate, Coca-Cola, Capital One, Nestle, Nike, 3M, Taco Bell, Amazon, NASCAR, and Bombardier Recreational Products (BRP).

WCG

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Bob Pearson, President
Craig Alperowitz, Practice Leader-Consumer/Entertainment

WCG is a global communications agency offering integrated creative, interactive and marketing communications services to clients in healthcare, technology, consumer products, and entertainment. WCG is creating the positive future of communications by focusing on the corporate, product marketing and communications needs of the world's leading companies.

Established in 2001 by Jim Weiss, a 25 year veteran in healthcare communications, the agency has grown to 289 employees serving clients globally with offices in San Francisco, New York, Chicago, Washington, D.C., Austin, Los Angeles and London.

WCG's seasoned professionals remain the greatest asset we offer our clients. Our teams specialize in branding, design, digital, social media, interactive, influencer identification and engagement, social and traditional marketing, location based marketing, corporate and prod-

uct PR, media, as well as investor and advocacy relations. Entertainment clients include Warner Bros. Home Video and Universal Pictures.

For more information, visit our website at www.wcgworld.com or follow us on Twitter @WCGWorld.

WEBER SHANDWICK

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Gail Heimann, Vice Chair
Jerry Gleason, Senior Vice President; Director, Sports Marketing North America

Weber Shandwick's Sports Marketing practice combines the agency's industry-leading consumer marketing practice with an expansive global network of sports marketing experts focused on creating award-winning programs for many of the world's best known brands in cooperation with the major sports franchises, leagues and athletes.

We bring together athletes, products and campaigns to tell engaging stories across multiple platforms that help connect with consumers and fans alike to give our clients competitive advantages enabling them to elevate their brands, enhance consumer loyalty and increase sales.

We build visibility and preference for our clients and their products and services through consumer outreach, media relations, event marketing, fan engagement, sponsorship activation and social media.

In addition, we work closely with our Interpublic Group sports marketing partner Octagon to offer our clients a full range of counsel and support surrounding sponsorships, athlete representation, on-site physical activation and hospitality, negotiation and benchmarking.

Our sports marketing professionals have created and leveraged sports sponsorships for some of the most recognized and respected brands in the world in cooperation with the major sports franchises, leagues and athletes. Our programs give our clients competitive advantages enabling them to elevate their brands, enhance consumer loyalty and increase sales. ●

Add Your Firm To O'Dwyer's PR Firms Database

O'Dwyer's has been linking clients and PR firms for 44 years. This will be the best money you'll ever spend for marketing. More than 500 PR firms already appear on odwyerpr.com. The newsy website is averaging 50,000 visits per month.

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Public Relations Firms Database

O'Dwyer's is the #1 source for researching public relations firms and outside PR counsel. We've been connecting clients and PR firms for over 43 years through our printed and online directory of PR firms.

- PR Firms Listed Alphabetically
- PR Firms By Location
- PR Firms By Specialty

For guidance on picking a PR firm, read Jack O'Dwyer's article: How to hire and get the most from outside PR counsel.

Feel free to e-mail Jack at jack@odwyerpr.com.

PR firms that list with us online tap into the audience which visits odwyerpr.com over 50,000 times each month. There's no better way to get in front of prospects than with an online listing in our database.

An added benefit is that a link from a credible, news-producing site like odwyerpr.com will improve a firm's status in search engine results.

Enhanced \$300 listing includes:

Value

Firm logo and agency statement in the "Find the Right PR Firm" section of odwyerpr.com. Check out some of these as a guide to preparing your own listing. You can have up to 150 words to describe your unique background and services. Listing will also appear in the printed 2013 O'Dwyer's Directory of PR Firms to be published in June. **\$300**

One-year of access to odwyerpr.com which includes subscription to the weekly, eight-page O'Dwyer Newsletter e-mailed each Monday afternoon. The NL, published since 1968, has been called the "bible of PR" by the New York Times. Among many features is list of RFPs available only to subscribers. **\$295**

2012 O'Dwyer's Directory of PR Firms, 340-page print edition. More than 1,600 firms are listed and more than 500 supply logo/statements. The printed Directory makes it easy to scan the listings of PR firms and the pages of rankings by overall size, in 20 geographical areas and in 12 PR specialties. **\$95**

One-year subscription to O'Dwyer's magazine, now in its 26th year. Each issue covers not only current topics and stories, but focuses on one of the PR specialties such as healthcare, tech or financial PR. PR firms are invited to profile their special practices in any of 12 areas. **\$60**

Total Value: \$750

O'DWYER'S RANKINGS

TOP ENTERTAINMENT PR FIRMS

1. Edelman	New York	\$10,939,284	15. CooperKatz & Co.	New York	609,916
2. Finn Partners	New York	5,539,000	16. Public Comms. Inc.	Chicago	425,674
3. MWW Group	East Rutherford, NJ	4,827,000	17. French West Vaughan	Raleigh	425,000
4. Allison+Partners	San Francisco	3,200,000	18. IW Group	W. Hollywood, CA	409,000
5. Taylor	New York	3,145,000	19. Singer Assocs.	San Francisco	341,267
6. APCO Worldwide	Wash, D.C.	1,589,900	20. Maloney & Fox	New York	181,000
7. Jackson Spalding	Atlanta	1,494,013	21. Blaze	Los Angeles	173,700
8. 5W Public Relations	New York	1,400,000	22. rbb Public Relations	Coral Gables, FL	153,000
9. Hunter PR	New York	1,377,192	23. Levick Strategic Comms.	Wash, D.C.	144,700
10. Ruder Finn	New York	1,125,679	24. Linhart PR	Denver	144,393
11. W2O Group	San Francisco	1,027,000	25. Seigenthaler PR	Nashville	127,000
12. Zeno Group	New York	910,587	26. McNeely Pigott & Fox	Nashville	124,586
13. Coyne PR	Parsippany, NJ	897,000	27. Gregory FCA	Ardmore, PA	100,000
14. Kaplow	New York	850,000	28. Padilla Speer Beardsley	Minneapolis	87,436

O'DWYER'S RANKINGS

TOP SPORTS PR FIRMS

1. Taylor	New York	\$10,350,000	15. Trevelino/Keller	Atlanta	150,000
2. Catalyst PR	New York	5,094,633	16. Allison+Partners	San Francisco	150,000
3. Edelman	New York	5,041,504	17. Jackson Spalding	Atlanta	138,043
4. French West Vaughan	Raleigh	3,512,446	18. Schneider Associates	Boston	127,125
5. Coyne PR	Paramus, NJ	2,899,000	19. RF Binder Partners	New York	127,000
6. Formula PR	San Diego	1,266,872	20. Richmond PR	Seattle	103,930
7. Regan Comms. Group	Boston	1,057,300	21. Blaze	Santa Monica	90,000
8. SS PR	Northfield, IL	1,000,000	22. McNeely Pigott & Fox	Nashville	67,774
9. Ruder Finn	New York	984,620	23. Padilla Speer Beardsley	Minneapolis	55,000
10. Maloney & Fox	New York	493,600	24. Rasky Baerlein Strat. Comms.	Boston	53,960
11. rbb PR	Coral Gables, FL	484,833	25. Open Channels Group	Ft. Worth	52,000
12. CooperKatz & Co.	New York	386,712	26. Maccabee	Minneapolis	27,218
13. Rosica Comms.	Paramus, NJ	334,731	27. Zeno Group	New York	26,053
14. Beehive PR	St. Paul	217,023	28. Finn Partners	New York	20,000

Correcting the record

By Fraser Seitel

Henry Ford once famously said, "Never complain, never explain." But in public relations, that's sometimes bad advice if a client has been victimized in print by inaccurate reporting. If the facts are wrong or the accusations unfair, it's the responsibility of public relations counsel to challenge a reporter to set the record straight.



Fraser P. Seitel has been a communications consultant, author and teacher for 30 years. He is the author of the Prentice-Hall text, *The Practice of Public Relations*.

Sadly, many public relations counselors and the companies they represent are reluctant to mix it up with journalists, even when a story gets the facts wrong.

But the good counselors — the ones trusted by their clients and truly knowledgeable about what their clients do — don't take inaccurate

reporting lying down.

Such a competent counselor is one Jonathan Gasthalter of the distinguished communications firm of Sard Verbinen & Co. George Sard is one of the savviest PR counselors, and he hires good people. Gasthalter is an example.

When the consultant's client, the investor David Einhorn who runs Greenlight Capital, became the subject of inaccurate reporting about his critical comments on the stock of Chipotle Mexican Grill, Inc. — Gasthalter intelligently confronted the reporter in question to correct the misinformation.

I know, because I was the reporter.

The original story was inspired by the 21st century phenomenon of short sellers publicly touting their targets, i.e. "talking their book," usually to an annoyingly-submissive CNBC, which lets them promote their views with little pushback. I was particularly incensed when Einhorn cited a personal "study" that damned Chipotle, a stock he had shorted and I had bought. He won ... the stock got creamed ... so I wrote a column.

And Gasthalter, as a responsible Einhorn representative, objected to some of my points, which he suggested were "inaccurate." And he was right about the following:

I was wrong to say that Einhorn contributed to the settlement involving disgraced, subprime lender New Century; in fact, Einhorn was explicitly excluded. He also didn't "get in trouble," as I put it, as a New Century board member.

It is true, though, that Einhorn held New Century's stock for at least five years, initiated a proxy fight with the company four years into his holdings, and the company made him a director in 2006. He abruptly stepped down from that directorship in 2007 when the company's failing business and overly optimistic financial projections were exposed.

I was also wrong to suggest that Einhorn "was likely long" Chipotle competitor Yum brands when he lowered the hammer on Chipotle. He wasn't.

But Einhorn was short Chipotle, which he announced at the conference where he presented his "study."

I also accused Mr. Einhorn of basing his selection of Yum's Taco Bell over Chipotle on personal gastronomic preference, rather than analytical study. Gasthalter challenged that conclusion, suggesting that Greenlight reached its conclusions as the result of a "consumer survey."

However, since this study was "not made public," there's no way to independently assess the statistical significance of the research vis a vis Einhorn's personal Mexican food predilections.

Finally, Mr. Gasthalter said I was wrong to say that Einhorn's "bad mouthing" of Lehman Brothers "greased that company's skids to extinction," suggesting that it was a rotten balance sheet, not "bad mouthing" which drove Lehman out of business.

Actually, the bad balance sheet (plus a public relations tone-deaf CEO) pushed Lehman to the brink, and the bad-mouthing by people like Einhorn drove it over.

What's the point of all this?

The point is that reporters have a job to do, and so do public relations counselors. When a public relations client is wronged, it's your job to defend his honor, correct inaccuracies or unfairness, and expose the facts.

That's what Gasthalter did in this case. I may not agree with all his points, but if I were his client, I'd greatly appreciate the way he looks after the people who retain him to represent their interests. ●



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Conservative-entertainment complex is killing GOP

By Kevin Foley

The 19th century fairytale “Goldilocks and the Three Bears” provides us with an important communication checklist: Is something too much, too little or just right?



Kevin Foley owns KEF Media Associates, Inc., an Atlanta-based producer and distributor of electronic publicity.

Despite Gov. Rick Scott’s seven-hour waiting lines in Florida’s minority voting precincts, President Obama won the state’s 29 electoral votes, giving him a 332-206 victory and,

more important, a clear mandate to lead America forward.

Prior to the election, Republicans were told by Fox News’ resident genius Dick Morris the election was in the bag. So, what happened?

David Frum may have the answer.

“The problem with Republican leaders is that they’re cowards, not that they’re fundamentally mistaken,” said the conservative pundit and former George W. Bush speechwriter. “Republicans have been fleeced and exploited and lied to by a conservative-entertainment complex.”

That “complex” includes Fox News’ Sean Hannity and Bill O’Reilly, along with Rush Limbaugh, Ann Coulter, Neal Boortz, and scores of other far right flamethrowers.

Mitt Romney “was twisted into pretzels,” Frum explains. “The people who put cement shoes on his feet are now blaming him for sinking.”

Right wing opinion entertainers are successful because they tap the anger, mistrust, and resentment many conservatives feel about the role of government.

What the conservative media complex successfully did was comingle entertainment and politics, attracting large audiences by demonizing and disparaging the voices of those with whom they disagree.

If conservative pundits only said, “You’re wrong and here’s why...”

nobody would ever pay attention to them. But if they say, “You’re wrong and, what’s more, you’re an un-American terrorist appeaser who was probably born in Kenya,” well, that’s entertainment!

Thus, where we once had agreeable disagreement to solve our big problems, America now hears a relentless stream of right wing conspiracy theories, distortions and falsehoods designed to hit conservative audiences at a visceral level.

Unfortunately, too many conservatives confuse the entertainment with the truth.

Republicans have been “fleeced and exploited” because conservative politicians who know better dare not criticize or even contradict the far right entertainers lest they be vilified on the airwaves, too.

Remember Romney’s muted response to Limbaugh’s vicious and relentless attacks on Sandra Fluke, the law student who spoke out about access to contraception?

Then Limbaugh had the temerity to suggest he didn’t hurt Romney. Sure he did.

If you think the conservative media complex will pause to consider or even care that it’s killing the Republican Party, think again, because as of mid November they’re back at it, and with a vengeance.

America, observed Fox News host Brian Kilmeade, is “the shallowest country in the history of man,” because voters rejected Romney.

Columnist Cal Thomas, echoing Romney’s “47 percent” crack, claimed the 62.2 million Americans who voted for Obama are “freeloaders” and “moochers.”

Hispanics and Latinos voted for Obama by a 7-to-1 margin, so columnist Charles Krauthammer thinks the way to attract this key constituency to the GOP is to pass an immigration reform bill that would “legalize their status enough to live in the shadows.”

Aging rock star and *Washington Times* columnist Ted Nugent labeled Obama’s supporters “subhuman varmints.”

Ann Coulter blames “purist show-offs” Todd Akin and Richard Mourdock for torpedoing Republicans even though she routinely makes polarizing observations like, “Jews need to be perfected by becoming Christians.”

Obama voters are “zombies,” Fox’s Jesse Watters told Bill O’Reilly, who only want, “Obamacare, gay marriage and abortion on demand.”

Incendiary opinions like these might energize the audience, but they aren’t a basis for the serious governance of a country as large and diverse as America.

And what’s really alarming if you’re a GOP moderate is that now, some party leaders sincerely believe that more intolerant and extremist entertainment is the best way to win the national political debate.

Except, in 2012, conservatives decisively lost the debate. ♦

Edelman donates \$1 million to fight hunger

Edelman on November 27 announced it has donated more than \$1 million in cash and in-kind services to combat worldwide hunger as part of its 60th anniversary celebration.

The Edelman 60³ global citizenship initiative, which called for staffers at its 60-plus office network to participate in 60 days of fundraising/volunteerism, benefitted the United Nations World Food Programme and more than 70 non-governmental, anti-poverty organi-

zations.

The No. 1 independent firm also signed up for the #GivingTuesday national day of giving that kicks off at the start of the holiday season.

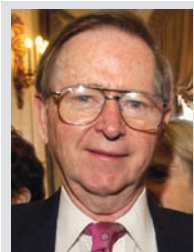
Nearly 50 Edelman Chicago staffers volunteered at two Habitat for Humanity home-building sites.

John Edelman, managing director of global engagement and corporate responsibility, said of the Initiative “there is no better way to honor our 60th anniversary and my father, Dan Edelman’s, legacy of giving back to the community.” ♦

Wikipedia uses unlikely sources for PR history

By Jack O'Dwyer

Wikipedia's history of PR Society of America, currently running at 3,343 words after being cut from an original 4,697, has many flaws. But one highlight is a 24-



Jack O'Dwyer

page, 13,136-word chapter from "Public Relations: The Profession and the Practice", published by McGraw-Hill Higher Education.

Authors are Dan Lattimore, Ph.D., Vice Provost and Dean, University of

Memphis; Otis Baskin, Pepperdine University; Suzette Heiman, University of Missouri, and Elizabeth Toth, University of Maryland.

The chapter, available for free as a sample of the book's fourth edition, has a favorite section of ours that says the duty of PR people is to answer press questions "promptly" and "most cheerfully." That was a statement made by Ivy Lee around 1906:

McGraw-Hill's chapter on the history of PR has been one of the first three references in the expanded WP article on the Society that debuted in late October.

Wikipedia stingy with corrections

While Wikipedia has made some of the corrections I have sent the site, they have refused to budge on others.

It has also removed, after two weeks, the link to the *New York Times* article that started, "Jack O'Dwyer's Newsletter, the bible of PR..." while keeping links to the full texts of NYT stories that reflect negatively on the O'Dwyer Co., such as the May 14, 1992 column by Stuart Elliott in which Society president Rosalee Roberts accused us of "distorting" anything the Society sent us and being "inaccurate" and making "negative conclusions."

There is a link to a full story in *Advertising Age* July 19, 2011 by Alexandra Bruell in which the Society accuses us of "hacking into" conference calls to which hundreds of Society leaders were invited. ["Hacking" refers to listening to individual private telephone calls and not to meetings where hundreds are invited and should be open to the press].

Forbes quoted (not the real Forbes)

Worst of all is the use of an article by a Forbes.com freelancer to establish that there is some kind of long-running "feud" between this writer and the Society.

Headline on the article by PR counselor Aaron Perlut, a partner in Elasticity, St. Louis, is "The Case of Jack O'Dwyer vs. PRSA." Perlut says "O'Dwyer really dislikes PRSA" and that there is a "legacy of angst between O'Dwyer's and PRSA that goes back to at least 1970..."

This is the spin of the Society — that this is a personal feud. It takes the abuses of the Society out of the spotlight and tries to put it on someone who tracks abuses, such as the stranglehold the small group of APRs have had on Society governance since the 1970s. Attempts to crack this monopoly since 1999 have failed.

WP, after incorrectly saying for weeks that we "sued" the Society over copyright abuse — we did not — now says "O'Dwyer had a dispute with PRSA over its copyright privileges" as though this writer was the only author complaining. Twelve authors, including Prof. Lattimore of Memphis State (see above), investigated filing a lawsuit after learning that copies of their articles and entire chapters of books were being sold without their permission. Numerous statements were made by the authors condemning the practice.

Perlut not only "has been a member" of the Society (we don't know if he currently belongs) but is a cousin of 2009 Society chair Mike Chersonson, which he noted in his blog. He should demand that WP remove this use of *Forbes* since it is not the "real" *Forbes* but a freelancer who doesn't measure up to WP's stringent rules for objectivity and neutrality.

WP editor "busy"

When we brought the matter of Perlut to the author of the Society's WP article, "Corporate Minion," the reply was that CM is "busy with other things" and only checks any of our e-mails to him "every once in a while."

He also said another WP editor is responsible for the use of Perlut's article. The identity or at least the e-mail of this person being sought.

The PR industry, including working PR people as well as academics, should not tolerate such a shoddy history of the group that claims to be the biggest PR organization in the U.S. There are plenty

of researchers who should analyze the 74 references used to support the articles conclusions. Many of them link to nothing or insubstantial materials.

Others can only be described as "loopy," including the use of a 2008 survey by *Plunkett's Telecommunications Industry Almanac* that gives the Society's membership as 28,000 (2007 total).

The Society's current membership total is available via the group's website and should be an acceptable statistic.

Roth was WP victim

WP's editing rules, including its insistence on obtaining "reliable," "third-party" and "independent" sources for anything, cripple its information-gathering process.

Author Philip Roth ran into this in September when WP, refusing to correct a statement about the source of inspiration for one of his novels, demanded that he obtain a "secondary source." Roth went out and did that, posting a long piece in the *New Yorker* online which then resulted in the WP correction. But how many aggrieved victims of WP's rules can do that?

Websites, including Gizmodo, sprang to Roth's defense, calling WP "idiotic" and saying its "moronic rules" were enforced by "power-drunk editors."

PR society documents available

Researchers for a true history of the Society will find numerous documents in the O'Dwyer archives, including the Society's blatant interference with the free market in 1998 when COO Ray Gaulke urged Society advertisers and members to patronize Haymarket's U.S. edition of *PR Week*.

Steve Pisinski, 1998 treasurer who became president in 2000, blasted such interference as unethical and something that was not run before the board.

We have numerous other documents that should be a part of the Society's history including its research showing "PR specialist" ranked No. 43 on a list of 45 believable information sources; the rules of the Financial Accounting Standards Board that call for dues to be booked over the period covered; the statement by the National Press Club calling for the Society to end its O'Dwyer boycott; the persecution of member Summer Harrison when she criticized four Society executives who met with CIA head Bill Casey, and many others. ●

Tomorrow's PR firms will thrive in big data

By Jim Weiss

In what important ways will the PR firm of 2017 will be different than the PR firm of today?

The PR firm of the future will not be focused solely on earned/unpaid media. It will be a diversified firm that employs a variety of vehicles — digital, mobile, virtual reality — to deliver relevant content informed by predictive and behavioral data analytics to more precisely target customers, constituents and stakeholders and influence a desired action or decision. It will deploy a strategic mix of paid, earned, shared and owned (PESO) media that can be monitored and measured directly in real time.

PR is a fundamental business function and can serve as a guiding light and central organizing principle for any business or organization. We need to start thinking that PR professionals and firms are at the top of the communications and business food chain and hierarchy. We should value the perspective and discipline that we as PR professionals bring to the table.

And armed with powerful information and technology in the age of big data, that value can go even higher. Cutting-edge analytics identify exactly who is driving conversations and what content they are seeking to tailor and deliver it more precisely.

This data will inform relevant agile content that engages and helps people make decisions and take desired action. Intensive monitoring and measurement will guide the production of relevant new content in real time while tracing content sharing and building new media networks and syndication.

PR professionals have long understood the many parts of the marketing mix, working across multiple departments in client organizations. Likewise, public relations firms have used their nimbleness to innovate and stay ahead, oftentimes producing results more efficiently than the competition.

PR firms in general are quite adept at leveraging change, especially those who have shifted their models and strategies in recognition of the importance of digital/online/social and mobile communications. We're increasingly seeing the role of communications and PR pros within companies and organizations taking on a broader remit than ever before because communications are happening in real-time online where multiple stakeholders are seeing it all at once.

Organizations and companies can no longer communicate in silos and increasingly have to speak with one unified voice — something the PR profession is particularly well-trained and suited to help them

do well.

PR pros have always had to be adaptable “jacks of all trades,” adept at multiple elements of the marketing mix and working across organizations on a variety of communications challenges. And they have had to do so under tight budgets producing ROI more cost effectively than other types of professionals and consultancies. They've also spent time in the line of fire dealing with time-sensitive crises, having to respond to stakeholders, media and customers. Responsiveness and transparency have always been qualities the best PR pros possess and never have those been more important than in the social/digital media age.

PR firms will keep pace with the fast-changing economic and media environment by hiring a variety of talents, grounding strategy, content and ideas in analytics and research, measuring results and adjusting accordingly. By staying nimble, firms can stay ahead of what promises to be a perpetually changing media and economic/business landscape.

It's never been a better time for the industry, and PR firms that are willing and able to adapt to and embrace the age of big data will still be calling themselves PR firms and thriving in 2017 and beyond.

Jim Weiss is Chairman and CEO of W20 Group. ●

Why Hostess lacks the mostest

By Steve Bryant

The possible demise of Hostess has played out in the media as a tale of Twinkies, but the dollars and cents of the matter come down to two big issues: the decline of the bread business and the vast diversification of snacking.

Bread took a blow in the low-carb decade and, despite a perception that “carbophobia” is history, consumer enthusiasm for bread has only partially recovered. If that sounds like today's economy, the comparison is apt. While the apparent cause of bread's decline seemed obvious, another, more persistent cause was at work: Changing lifestyles that have pushed to the extreme our definition of ready-to-eat.

Pocket bread, wraps and tortillas have served up a similar fate for sliced bread, with sales falling 11.3% from 2006 to 2011, according to SymphonyIRI. Rising whole grain bread sales are a bright spot, but overall category weakness has escalated consol-

idation in the bread business (Hostess itself was built through consolidation).

But the real mourning is over Twinkies and their snacking kin. They have well earned a place in the “Snacking Hall of Fame,” but the world of snacking has changed radically since their introduction. Sure, you could chalk up their fate to changing nutrition and wellness concerns — but you'd be mostly wrong. There is still an enormous market for consumers who don't give a fig for healthy eating!

Here's the daunting fact: Consumers have vastly more snacking choices in stores these days. And the competition is about to get fiercer, with nearly every major food maker declaring snacks as a focus of growth initiatives. This new snacking land grab is a response to the startling fact that, according to The Hartman Group, about half of eating occasions are now snacking occasions.

In the branded food and beverage PR business, a large share of the communications work we handle is introducing new

items that appeal to evolving lifestyle needs of consumers. There's a reason: Consumers make dozens of food choices a day, and they welcome variety. Brands snooze, they lose.

It's true that brands have lately gained a lot of traction with communications that mine their origin stories. “Fruits are found in the roots of brands,” a colleague likes to say. However, this brand excavation works best in illuminating a brand's enduring sense of purpose.

I don't think we've heard the death knell for Twinkies. The indestructible snack may well live another day, but that's the problem. We have affection for the oldies but goodies, but growth is in options that are geared to the pace and demands of life today.

In the latest twist, a court has ordered mediation and the sun may yet come out for Twinkies and Snowballs. Along other would-be acquirers, Sun Capital Partners has refreshed its offer for the company, promising capital for innovation. Therein lies hope for the Twinkies of Yesterday.

Steve Bryant leads the Food & Beverage group at MSLGroup North America. ●

Legal PR pioneer Jaffe dies at 68

Jay Jaffe, who ran his Washington, D.C., PR firm for 33 years as one of the industry's first to focus on the legal sector, died November 21 in Denver after complications from surgery, his agency said. He was 68.

Jaffe, once introduced by an editor of *The American Lawyer* as "the man who invented law firm marketing," capitalized after the Supreme Court in 1977 reversed a ban on most marketing practices for law firms, founding Jaffe Associates, now Jaffe PR, to specialize in PR and marketing for that market.



Jaffe

Vivian Hood, Executive VP of the firm, which is now virtual, said Jaffe set up the firm to maintain continuity of leadership and daily operations through its executive management team. Hood co-heads the firm with EVPs Melinda Wheeler and Terry Isner.

A Chicago native, Jaffe was an Army vet and worked in print and broadcast journalism before taking a press secretary role for Rep. Jack Flynt (D-Ga.) in the mid-1970s. He stayed in Washington until 2005, when he moved to Colorado and continued to run Jaffe PR.

"We are committed to honoring Jay's strong legacy and leadership by continuing to provide the highest quality level of service that our clients expect," said Hood.

Jaffe is survived by daughter, Sara, from his third marriage, and sister Judi Ornstein, among others. Services are set for Dec. 9 at Chicago Jewish Funerals in Buffalo Grove. ●

Polansky takes Weber Shandwick helm

Andy Polansky, President of Weber Shandwick since 2004, has been promoted to the CEO spot. He succeeds Harris Diamond, who moves to chair Interpublic's flagship McCann Worldgroup ad network.

Interpublic CEO Michael Roth called Polansky a "key driver" in Weber Shandwick's success, a valued strategic counselor and "someone who creates a

great work environment for the firm's people."

Polansky, who did a two-year stint as Chairman of the Council of PR Firms, said he looks forward to continue partnering with Weber Shandwick Chairman Jack Leslie.

He told *O'Dwyer's* it's a "privilege" to take Weber Shandwick's top spot. His goals are to expand the firm's footprint, foster its collaborative culture to serve clients, and keep the double-digit growth rate on track.

Diamond, who also held the CEO position of IPG's constituency management group, succeeds Nick Brien at McCann.

He joins a newly created office of the Chairman with Luca Lindner (President of Middle East/Africa/Americas) and Gustavo Martinez (President of Asia-Pacific/Europe). ●



Polansky

Maloney & Fox trot to Ogilvy

Brian Maloney and Margie Fox are leaving their New York firm, which is part of Waggener Edstrom, to join Ogilvy PR as Managing Directors of its U.S. Consumer Marketing Practice.

The Maloney & Fox co-founders will join the WPP unit early next year. Maloney also will assume the New York Consumer Marketing group Chief, while Fox will take on the U.S. Consumer Practice Creative Director Post.

Since launching M&F in 1997, the duo has counseled LinkedIn, Microsoft, RCA, World Financial Center, Tupperware, Mercedes-Benz and Shutterfly.

They will report to Mitch Markson,



Maloney & Fox

Global Consumer Marketing President & purpose Branding Chief Creative, who recently joined Ogilvy from Edelman.

Ogilvy's consumer clients include Ford, Mexico Tourism, American Express, Fiji Tourism, Darden Restaurants and Virgin America.

"We are over the moon about this adventure," Fox told *O'Dwyer's*. Maloney added: "It is great to be going back to the future with a 3.0 twist! And to finally work with Mitch Markson is a blast."

There is no word yet from WE about the future of M&F. ●

Zapata joins RF

Dushka Zapata has joined Ruder Finn as managing director of its San Francisco office, targeting the technology, healthcare, corporate and consumer sectors.

In that post, Zapata is charged with building the integrated communications capacity of the independent firm's throughout the west coast.

Most recently, she was Executive VP and S.F. Chief for WPP's Ogilvy & Mather. Earlier, she was Executive VP at Edelman and deputy GM of the top independent firm's Silicon Valley operation.

Kathy Bloomgarden, CEO of RF, expects Zapata's expertise to provide RF with the "opportunity to strengthen leadership in a west coast business focused on our agency's social capabilities and creative thinking," according to her statement. ●



Zapata

Willoughby to SoCal Gas

Denita Willoughby, who spent 15 years in AT&T's PR department, has joined Southern California Gas Co. as regional VP-external affairs.

At AT&T, Willoughby was VP-external affairs, handling government and community programs in the greater Los Angeles area. She served as VP-TV Programming for the telecom's U-Verse television development push.

Willoughby also was VP at SBC Communications, corporate successor to Southwestern Bell.

Most recently, Willoughby has been running her own management consulting shop, specializing in business development and government relations. ●

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Transportation research entity seeks PR

The Transportation Research Board, the federal, state and private sector-backed organization which studies major transportation issues in the U.S., is calling for communications proposals as seven major studies are rolled out through 2014.

Issues like climate change and the highway system, changing energy supplies, and long-range preservation and renewal of infrastructure are the topics of the projects, which will be rolled out over the next two years as they are completed.

The TRB, based in Washington, D.C., wants a communications plan to cut through other issues in the sector to reach industry leaders with the results of its seven major research projects. "To gain the attention, creative and innovative means are needed to convey the relevant and actionable information necessary to begin and sustain a dynamic conversation within transportation leadership circles," reads an RFP issued by the group.

The board anticipates a three-year contract worth \$350,000 for the assignment.

The RFP is open for proposals through Jan. 3, 2013. The TRB was formed in 1920 to collect information and research on highway technology and its scope has increased widely to advise the President, Congress and the U.S. Dept. of Transportation, among others. •

U.S. bishops move to bolster PR

The U.S. Conference of Catholic Bishops, under pressure to reform after Catholic voters bucked the bishops' criticism of the Obama administration during the November election, has moved to shore up its PR efforts.

At the Conference's General Assembly in Baltimore Nov. 14, bishops voted 202-25 to hire a director of public affairs as part of a reorganization of its communications unit.

New York's Cardinal Timothy Dolan, president of the Conference, said the new post will be aimed to develop a more "international, focused, comprehensive and unified communications strategy."

The director will be empowered to speak on behalf of the bishops to the

media, he added, noting the position with work with the secretary of communications, Helen Osman, former communications director for the Diocese of Austin, Texas, and editor of its newspaper, as well as Msgr. Ronny Jenkins, general secretary.

The Conference-owned Catholic News Service, part of its PR department, said the cost of the PR revamp is around \$400,000 a year, compared with the group's \$220 million annual budget.

Catholic voters backed President Obama, 50-48%, over Mitt Romney, despite bishops' criticism of the administration's policies on birth control and gay marriage. •



Bishops' press conference on Nov. 14



Lugar press secretary to insurance group

Wayne Stanley, Press Secretary for ousted Sen. Richard Lugar (R-Ind.), has landed in a PR role with the D.C. trade group for the land title insurance industry.

Stanley manages external relations, including media, grassroots and social media efforts for the American Land Title Association, which counts 4,000 companies, agents and lawyers among its members. Title insurance protects real property owners and mortgage lenders from losses due to defective titles.

Lugar, a six-term senator, lost a Tea Party-backed primary challenge to Richard Mourdock. Mourdock, who made controversial comments about rape, lost the general election in November to Democrat Joe Donnelly.

Stanley, who built Lugar's respected social media presence, was promoted from Deputy Press Secretary in 2010.

Andy Fisher is Lugar's Communications Director and long-time aide. •

Citigroup's Diat takes AIG slot

Jon Diat, who led financial communications and media relations for Citigroup, has moved to AIG in a top external communications slot.

Diat, who now serves as AIG's primary Media Spokesman, took on the role VP, External Communications, on Oct. 29, reporting to Communications Chief Christina Pretto, also a Citigroup alum who joined AIG in 2009.

He is responsible for media relations, financial comms, and social media as AIG rebuilds its image four years after the financial crisis and \$180 billion bailout. AIG's corporate, business and regional media units all report to Diat.

Prior to seven years at Citigroup, he held Senior Financial and Corporate Communications posts at ACE Limited, JPMorgan Chase, Morgan Stanley and Standard & Poor's.

AIG this year began rebuilding its brand and image as it pays back taxpayer funds and emerges from the shadow of the great recession. *New York Times* columnist Andrew Ross Sorkin wrote in September that the AIG bailout should be considered a success, noting the U.S. Treasury might turn a profit on the oft-criticized move. •

Gaddafi's PR firm files Chapter XI

The Monitor Company Group, which took heat for its work on behalf of Libya's former leader Col. Gaddafi, filed Chapter XI bankruptcy on Nov. 7 and arranged a takeover of its assets by Deloitte Consulting.

The Cambridge-based operation officially terminated ties with Libya and Jordan on July 1, 2011, receiving \$6.7 million in fees/expenses from Gaddafi's government from October 2006 to January 2009, according to its late Justice Dept. filing. (MCG also reported an \$871 payment from Jordan).

In its federal filing, MCG said it arranged personal meetings with Gaddafi for bigwigs such as Richard Perle, President Reagan's Assistant Secretary of Defense and noted neoconservative pundit; Francis Fukuyama, political scientist and author of "The End of History & The Last Man," and Benjamin Barber, ex-advisor to Bill Clinton.

There also was a panel discussion organized by David Frost to discuss the application of the philosophies of Gaddafi's Green Book to modern Libya. Fukuyama, as part of his compensation, received copies of Gaddafi's Green Book for use in his political science course.

MCG also maintained ties with Larry Weber's Racepoint Group, which received a \$300,000 fee for PR services.

Under the merger deal, Monitor is joining with Deloitte's strategy and operations practice.

MCG said the "recent economic downturn" forced it to evaluate its strategic options, a process that found Deloitte to "be not only the right strategic match, but also provided the opportunity for substantial short-term and long-term growth as well as opportunities for its employees and clients."

The Deloitte deal is subject to the U.S. Bankruptcy Court in Wilmington, Del., regulatory approvals and whether a best offer emerges.

Gaddafi was murdered on Oct. 20 after he was discovered hiding in a culvert. ●

OMC PR unit Staniforth Shuttered

Staniforth, the 34-year-old U.K. PR operation of Omnicom's TBWA, has been shuttered, according to reports. The firm had offices in London and Manchester and was led by managing director Rob Brown, a Euro RSCG and McCann Erickson vet.

Phil Staniforth founded the firm in Manchester in 1978 with John Williams as Staniforth Williams before later selling to Omnicom in 2002. It opened its London operation in 1998.

Clients include Nissan, Aviva, Tata and British Cycling.

U.K. news site TheBusinessDesk.com reported Staniforth once had 60 staffers across the two offices, but billings dipped below £1M in 2011.

Marketing director Tom Wong told the *Manchester Evening Standard*: "As part of TBWA's strategy to focus on core creative agencies Staniforth PR has closed for business this week, this is following a period of consultation with staff." ●

FARA News



NEW FOREIGN AGENTS REGISTRATION ACT FILINGS

Below is a list of select companies that have registered with the U.S. Department of Justice, FARA Registration Unit, Washington, D.C., in order to comply with the Foreign Agents Registration Act of 1938, regarding their consulting and communications work on behalf of foreign principals, including governments, political parties, organizations, and individuals. For a complete list of filings, visit www.fara.gov.

Covington & Burling, LLP, Washington, D.C., **registered November 15, 2012 for Embassy of Republic of Korea in United States**, Washington, D.C., to develop a legislative proposal for professional visas for Korean citizens and develop corresponding justifications for the legislation based on the unique attributes of the U.S.-Korea economic partnership, as evidenced in the Korea-U.S. Free Trade Agreement.

R&R Partners, Inc., Las Vegas, NV, **registered October 30, 2012 for National Patriotic Party**, PMB, ACCRA-North, Ghana, for identifying non-governmental entities with whom National Patriotic Party officials should meet to establish and enhance relationships in the United States for purposes of furthering understanding of issues of relevance to Ghana.

Lobbying News



NEW LOBBYING DISCLOSURE ACT FILINGS

Below is a list of select companies that have registered with the Secretary of the Senate, Office of Public Records, and the Clerk of the House of Representatives, Legislative Resource Center, Washington, D.C., in order to comply with the Lobbying Disclosure Act of 1995. For a complete list of filings, visit www.senate.gov.

Blank Rome Government Relations, Washington, D.C., **registered November 19, 2012 for Consumer Health Care Products Association**, Washington, D.C., for issues relating to insuring access to over-the-counter drugs, flexible spending accounts and health savings accounts; issues relating to preventing abuse or diversion of over-the-counter drugs; issues relating to ensuring access to over-the-counter drugs.

Lobbyit.com, Washington, D.C., **registered November 16, 2012 for Committee For Efficient Government, LLC**, Fort Lauderdale, FL, regarding tax reform awareness and changes.

Williams and Jensen, PLLC, Washington, D.C., **registered November 19, 2012 for American Academy of Emergency Medicine (AAEM)**, Milwaukee, WI, for medical liability issues, physician reimbursement, Medicare and Medicaid policy.

Rising Tide Associates, Marblehead, MA, **registered November 16, 2012 for International Textile Group**, Greensboro, NC, for issues related to textiles used by the Armed Forces; FY2014 National Defense Authorization Act

Breaux Lott Leadership Group, Washington, D.C., **registered November 16, 2012 for Daybrook Holdings, Inc.**, New Orleans, LA, for issues related to Magnuson-Stevens Fishery Conservation Act (pending reauthorization), Natural Disaster (i.e. Hurricane) insurance program and Gulf Coast Oil Recovery Zone Relief Act.

SEARCH ENGINE OPTIMIZATION



Monument Optimization, Washington, DC. 202/904-5763. john@monumentoptimization.com; www.monumentoptimization.com. John Stewart, President.

While we specialize in search engine marketing, we are more than just an SEO firm. We blend a variety of marketing tactics to maximize the effectiveness and return on investment of search engine campaigns.

We excel in non-traditional search marketing environments where the next steps are rarely obvious and there are not any existing models to copy or fall back on.

Since every client's situation is unique, we focus to understand their specific needs and create customized solutions that accomplish their goals online.

MEDIA & SPEAKER TRAINING



Impact Communications, 11 Bristol Place, Wilton, CT 06897-1524. (203) 529-3047; cell: (917) 208-0720; fax: (203) 529-3048; JRImpact@aol.com. Jon Rosen, President.

BE PREPARED! Impact Communications trains your spokespeople to successfully communicate critical messages to your targeted audiences during print, television, and radio news interviews. Your customized workshops are issue-driven and role-play based. Videotaping/critiquing. Groups/private. Face-to-face/telephone interviews/news conferences. Private label seminars for public relations agencies. **Make your next news interview your best by calling Jon Rosen, Impact Communications, Your Presentation & Media Training Solution.**

WEBSITE DEVELOPMENT



At Point, Inc., P.O. Box 361, Roseland, NJ 07068. 973/324-0866; fax: 973/324-0778. services@atpoint.com; www.atpoint.com. Mick Gyure.

At Point provides the services of developing websites and managing the Internet operations of businesses, both small and large, that do not have the experience or the resources in-house to perform these functions.

Clients receive personalized and high quality customer service, solutions that fit their budgets, and the assurance of At Point's reliability.

PR JOBS - <http://jobs.odwyerpr.com>

Contact O'Dwyer's: 271 Madison Ave., #600, New York, NY 10016; Tel: 212/679-2471 or Toll Free: 866/395-7710

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Henry Feintuch, Feintuch Comms., N.Y.

Inside News of Public Relations & Marketing Communications

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Lopez Negrete Communications

Public Relations Vice President

DC

Confidential

Director of Media and Public Relations

Washington, DC

National Multi Housing Council

Director of Public Relations

DC

National Multi Housing Council

Director of Public Relations

DC

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Browse by State

- New York (9)
- Dist. Columbia (9)
- Connecticut (4)
- Virginia (3)
- Texas (2)
- North Carolina (2)
- New Jersey (2)
- Missouri (2)
- Michigan (2)
- Massachusetts (2)
- Illinois (2)
- California (2)

Browse by Job Function

- Public Relations (25)
- Communications (4)
- Other (3)
- Assistant Professor (3)
- Marketing/Advertising (2)

Assistant or Associate Professor Public Relations

The University of Rhode Island's Harrington School of Communication and Media seeks a faculty member with demonstrated expertise in advocacy who can contribute to the development of our new interdisciplinary school, located in the College of Arts and Sciences, which is comprised of programs in communication studies, journalism, public relations, film/media, library and information studies, and writing and rhetoric.

The successful candidate will have significant prior experience in public relations advocacy in the context of community, corporate, governmental or non-profit organizations. The candidate will have a track record of accomplishments as a public relations professional as appropriate for the rank of assistant or associate professor.

The candidate will help the faculty of the Harrington School to advance our mission: By working together, we use the power of information and communication to make a difference in the world.

Please submit four attachments (PDF) to the online Faculty Profile Application: (1) Letter of Application, (2) Curriculum Vitae/Resume, including the names and contact information for 3 references, (3) Statement of Educational Philosophy (1-2 page overview), (4) Sample Portfolio of scholarly and/or creative work (25 pages, maximum). Applications will be accepted until the position is filled. Send digital materials to Dr. Renee Hobbs, Founding Director, Harrington School of Communication and Media, University of Rhode Island, Kingston RI 02881. Email: hobbs@uri.edu

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**The Inside News of
PR and Marketing
Communications**

**Jack O'Dwyer
Editor-in-Chief**

NEWS CORP. CALLS IN EDELMAN

Embattled News Corp. has called in Edelman to handle fallout from its phone hacking scandal that has engendered its fiercest opposition.

The No. 1 independent PR firm is providing communications and PA counsel to News International's parent and standards committee handling the internal inquiry into the hacking of a married 17-year-old girl's voicemail, allegations of snooping into the calls of family members of soldiers killed in Afghanistan and victims of the London terror strikes.

Manchester

Alex Higgs, Edelman's managing director for corporate affairs, and James Lusdie, managing director for PA, handle the account.

They report to Lew Lewis, general manager of News International, which is responsible for Rupert Murdoch's British papers.

(More on the News Corp. crisis on page 3)

THEME PARK OPERATORS SEEK PROPOSALS

The Virginia-based, global trade group for amusement parks and operators is the hunt for a PR firm with an RFP open through Aug. 3.

The International Association of Amusement Parks and Attractions is looking for proposals of 4,000 individual members from entities like zoos, theme and amusement parks, museums and aquariums.

The Atlanta-based group, headed by CEO Celia Clay, is looking for media relations support with experience in crisis communications and the travel/business PR space. It also wants to connect consumers through the media and reacts to situations ranging from financial, legislative and operational issues. The IAAPA wants two media staffers to assist in press events and team member verified in crisis support.

After the event, the manager of media relations, is taking pitches with in-person meetings slated for mid-August in Virginia for potential key account personnel. Work will begin in early December.

Download the RFP at odwyerpr.com/rfp.

APCO Worldwide has recruited Celia Mackay, former communications and partnerships director at the European Federation of Pharmaceutical Industries and Associations, as director of its new practice in Brussels. Mackay is a 20-year veteran of the healthcare sector, holding posts at Weber Shandwick, Aventis and Organon.

27TH MANHATTAN, New York, NY 10016

212.650-7471, Fax: 212.663-2750

www.odwyerpr.com; jobs.odwyerpr.com

July 18, 2011, Vol. 44, No. 1

F.H. SHUFFLES MANAGER, RECK

Fleishman-Hillard named Jack Modzelewski to coordinate the newly created division for regions in the U.S., Canada and Latin America.

The founding general manager of F.H.'s health care division is now COO for Europe and South Africa. Modzelewski was president of client relations since 2004 with responsibility for F.H.'s practice groups and strategic planning.

CH2M Hill's Jane Senay also joined Jack, Carter, O'Neil, San Francisco, Calif. Senay is now president, sales, Nancy Senay, executive VP and former actress president assumes global client relations duties. Bob Winslow, managing director for global technology, is now in charge of F.H.'s more than 30 practice groups and new product development.

CHIME RINGS UP HEALTHCARE DEAL

Chime Communications has announced specialist Royce-MacKenzie & Co. for an eight payment \$4M, a package of \$2.3M cash and stock. Royce-MacKenzie & Co. has received \$2.3 million in equity and earned an operating profit of \$1.2M.

It's the firm of Alison MacKenzie and David Roedel, MD, two doctors who founded Chime in Amman, Bristol-Myers Squibb, Roche and Medtronic. R-M was a member of the C.O.P.E.N Health Care Reform.

The acquisition could cost Chime up to \$11M based on R-M's performance. Lead Bell Pottinger operates the deal. The pay up to is a quarter of that contingent gain in newly issued shares.

Chime is parent of Bell Pottinger.

DISCOVERY BAT DISCOVERS MWW

Discovery Eye Games, an online company that produces games, apps and accessories for Apple's iPad, has selected MWW Group as possible for multi-region. DRG is development of Doo, an integrated device for iPad. Doo makes is possible for multi-region games such as "Snitchstation Affair or Fiction," "MWW" and "The Millionaire Club." The top tier of "appreciators" for the Apple tablet.


David Roedel, CEO of DRG, said it hired MWW for its "vast record of client relationships and programs that directly influence the bottom line."

DRG becomes part of MWW's consumer tech practice with Sam Nounin, Nelson and Cleton, among others.

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You'll get the news first in the eight-page weekly O'Dwyer letter, the "bible" of PR according to the *New York Times*--tips and stories that can lead to jobs, new accounts, media placements--sent as a PDF to your inbox every Monday afternoon.


Plus, you'll have access to all the news and commentary posted daily on PR's #1 website, odwyerpr.com, which has over 10 years of searchable content and O'Dwyer's exclusive database of RFPs for PR services.



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For the Night PR Firm - PR Firm Rankings - PR 60/50 - PR 60/30 & Profile - Top 100 - PR 400 - PR 300 - PR 200 - PR 100 - PR 50 - PR 25 - PR 10 - PR 5 - PR 2 - PR 1



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Let your PR firm know about Odwyer's & pick up new business
"We have received many calls as a result of my being in Odwyer.com. We have signed up a number of clients that way." - Joe Hignall, Joe Hignall & Associates

For the Night PR Firm - PR Firm Rankings - PR 60/50 - PR 60/30 & Profile - Top 100 - PR 400 - PR 300 - PR 200 - PR 100 - PR 50 - PR 25 - PR 10 - PR 5 - PR 2 - PR 1

Revolutionary Archives

2011 PDF Price

ISRAEL DRAFTS TOURISM RFP
Israel's Ministry of Tourism has issued an RFP for PR services in North America to develop and execute a strategic PR plan for the Jewish state.

July 11

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Easily research past issues of O'Dwyer's newsletter on odwyerpr.com

Get the latest RFP announcements and
pick up new business

Fig. 6
Report: PE earnings
exceed Q2 earnings

Fig. 28
Find: services firms
face new challenges

O'Dwyer's

Communications & new media

April 2011 / Vol. 25 No. 4

THE FINANCE ISSUE

WITH THE HEADLINES COMING THE MARKET HAS
RETURNED THE FINANCE **PE 28**

THE UNWITTINGED CONSEQUENCES
OF SEC REGULATION NO. 14

INTEGRATING PR AND IR **Fig. 6**

**PE RANKINGS OF TOP
FINANCIAL PR & IR FIRMS**

O'Dwyer's magazine, now in its 26th year, examines a different area of PR each month. Issues include practice-area specific feature stories as well as profiles of PR firms with strengths in the focus area. The agency profiles constitute the ideal starting point for companies beginning their search for PR counsel.

Editorial Calendar:

January, *PR Buyer's Guide/Crisis Comms.*
February, *Environmental PR & Public Affairs*
March, *Food & Beverage*
April, *Broadcast Media Services*
May, *PR Firm Rankings*
June, *Multicultural/Diversity*
July, *Travel & Tourism*
August, *Prof. Svcs. & Financial/Investor Rels.*
September, *Beauty & Fashion*
October, *Healthcare & Medical*
November, *Technology*
December, *Sports & Entertainment*

[illegible]

Contact magazine editor Jon Gingerich to
profile your firm in an upcoming issue:
jon.gingerich@odwyerpr.com

O'Dwyer's 2012 Directory of PR Firms gives you quick access to large, medium-sized, and small PR firms and even experienced freelancers who work out of their homes. 1,600 firms are listed. 7,000 clients are cross-indexed. O'Dwyer's directory is the only place you can look up a company and determine its outside counsel.

Listed firms have expertise in:

- Public Relations
- Social Media
- Branding
- Investor Relations
- Employee Communications
- Internet PR
- Product Publicity
- Crisis Communications
- Integrated Marketing
- Corporate Advertising
- Lobbying
- Proxy Solicitation
- International PR

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PR Firms has
brought billions
of dollars in
business to
PR firms**

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OUR FIRST YEAR



DEAR FRIENDS OF FINN PARTNERS:

When we started Finn Partners last December, we said we would be defined by collaboration. A year later, that collaborative approach defines who we are and what we do, and energizes our commitment to our client partners and to each other. Step off the elevator at the newly renovated reception area in our New York headquarters and that commitment springs to life in a dynamic video wall of images that illustrates the power of collaboration in the arts, in the sciences and in business.

Collaboration is at the core of our brand, and it's helped us achieve some powerful results. In less than 12 months we have become one of the brightest stories in the PR business. Our 2011 US fees rank us as one of the top ten independent agencies – in 2012 we will achieve more than 30 percent growth (far above the growth rate of the PR industry) and have been named new agency of the year by a leading trade publication. And while our name is new, we have a deeply rooted team. Our 30 Managing Partners, Senior Partners and Partners have worked together for an average of 10 years, and have a shared commitment to our mission and our future.

We are an agency of commitments. While we prize new business, we hold the importance of existing client relationships above all else.

And, we care about every one of our colleagues. Our first Finn Partners ad last year proudly displayed the names of the 180 people who work in our six offices. One year later, our staff has grown to over 220, with a host of talented newcomers joining that original roster. Finn Partners is leading the industry with a very low turnover rate.

Finally, as we look to the future, we want to be an agency that makes a difference – through our award winning pro-bono work for numerous not-for-profit organizations, through the global peace work of my sister, Dena Merriam, who has joined me in launching Finn Partners, and through some of my own foundation work supporting the arts. Most of all we want to make a difference in the lives of the people who work here and, through business, in the lives of the clients we serve.

If you would like to know more, please contact me at peter@finnpartners.com or at my direct line, which is **212-593-6428**.

Best wishes,

Peter Finn

FINN PARTNERS

WELCOME TO THE PARTNERSHIP

